

Figure 1: Overall diagram of a broadcast television system supporting an improved interactive platform.

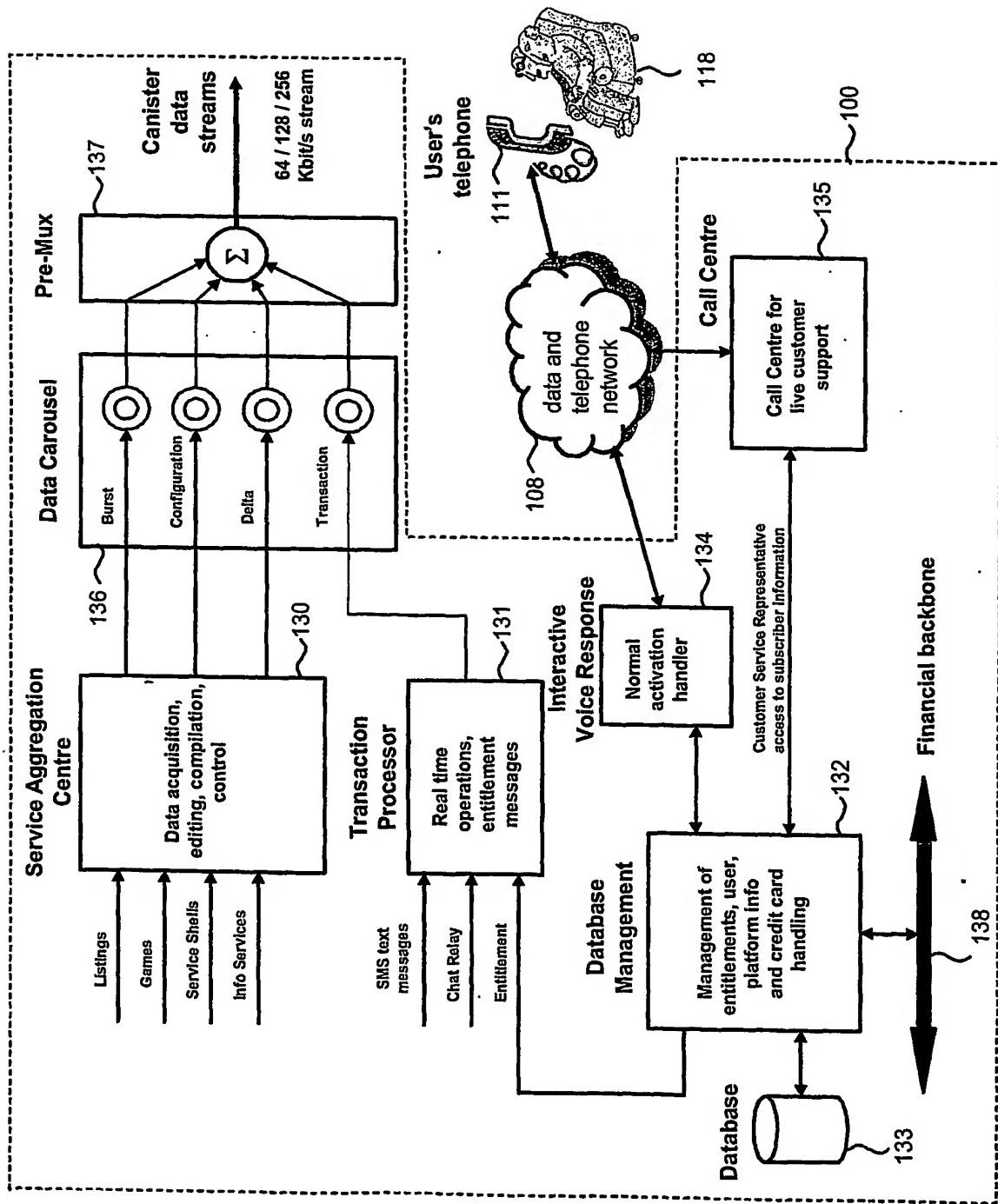


Figure 2: Data Centre and interfaces with outside entities

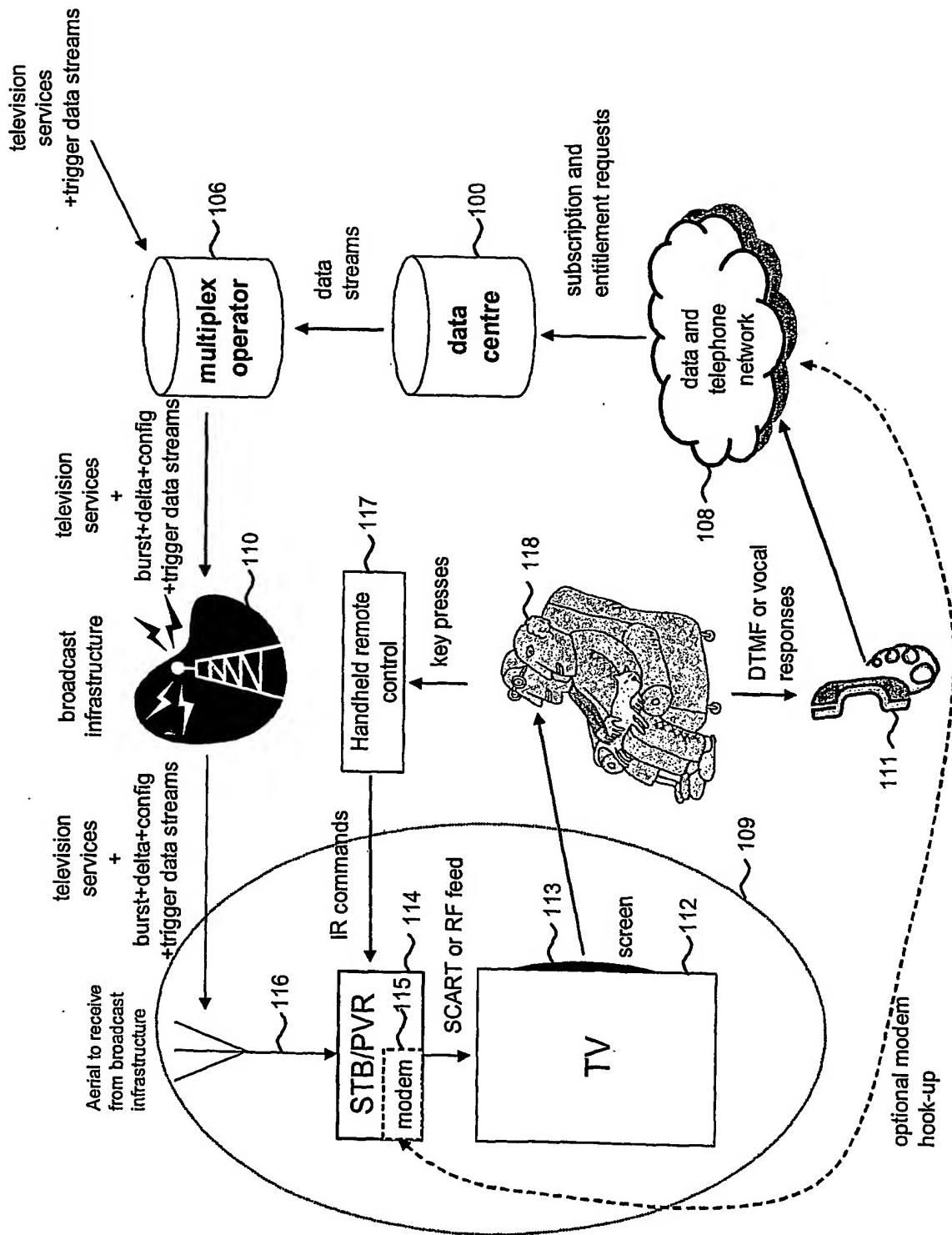


Figure 3: Broadcast fed television system and interaction with external entities.

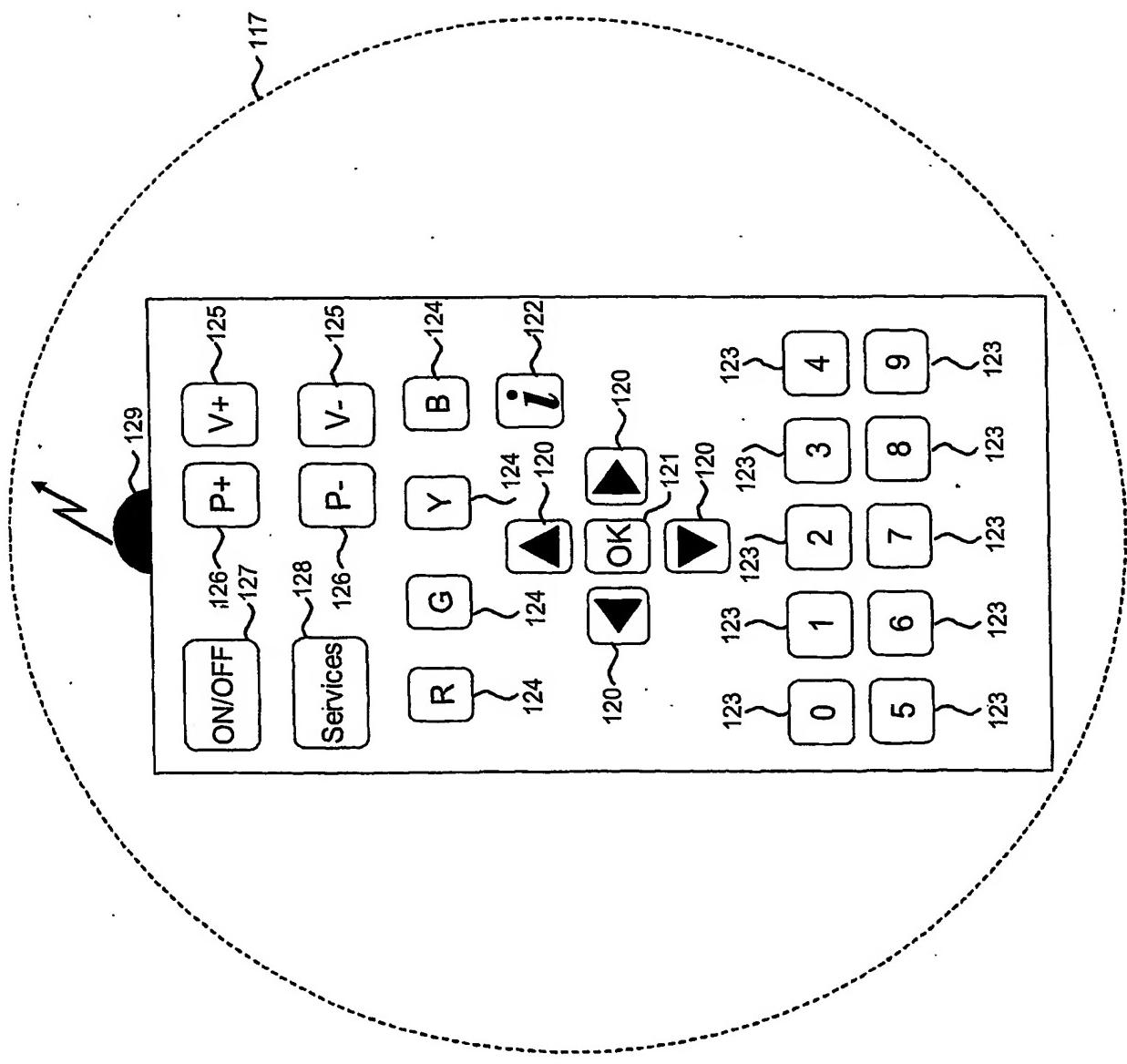


Figure 4: Diagram of handheld remote control

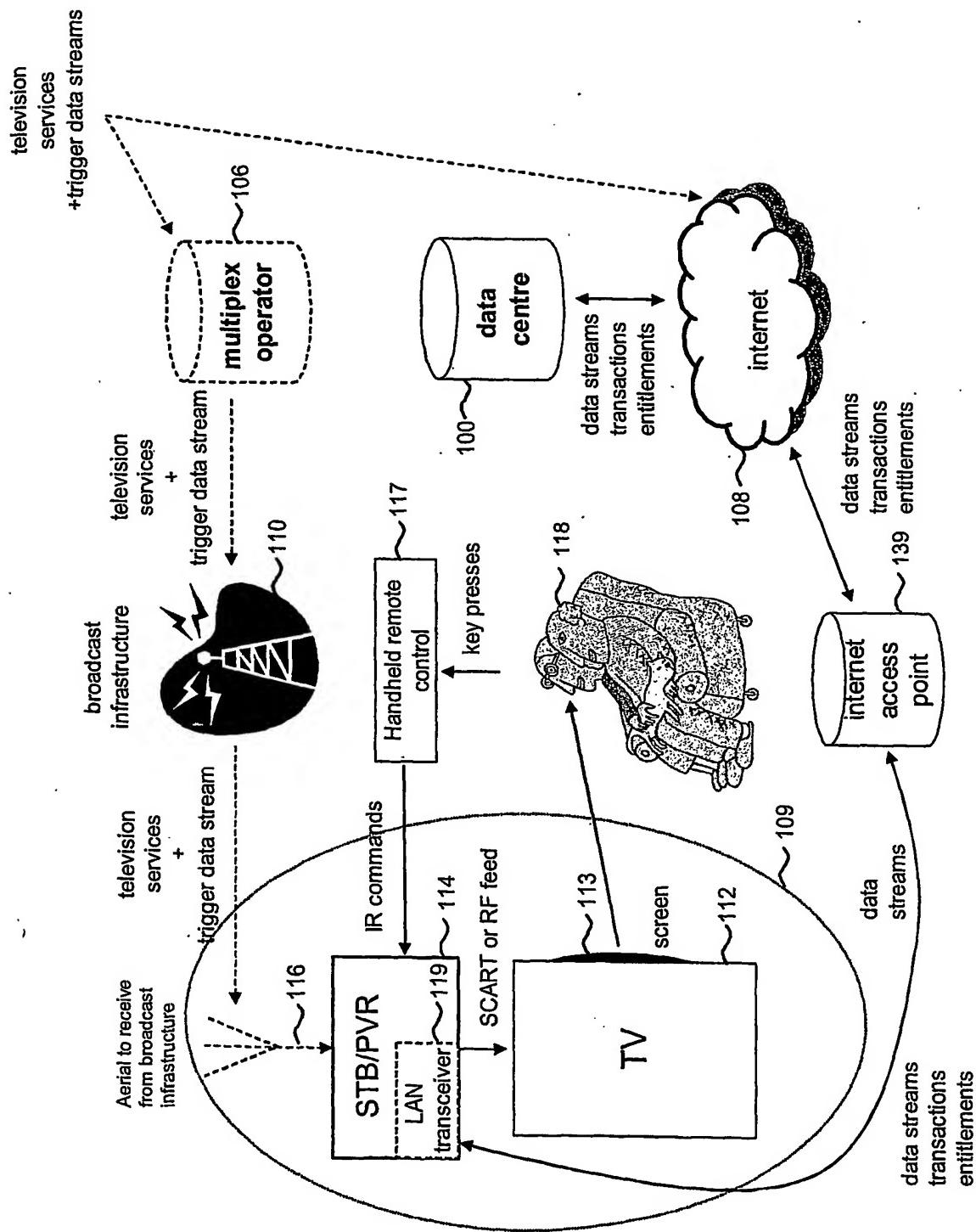
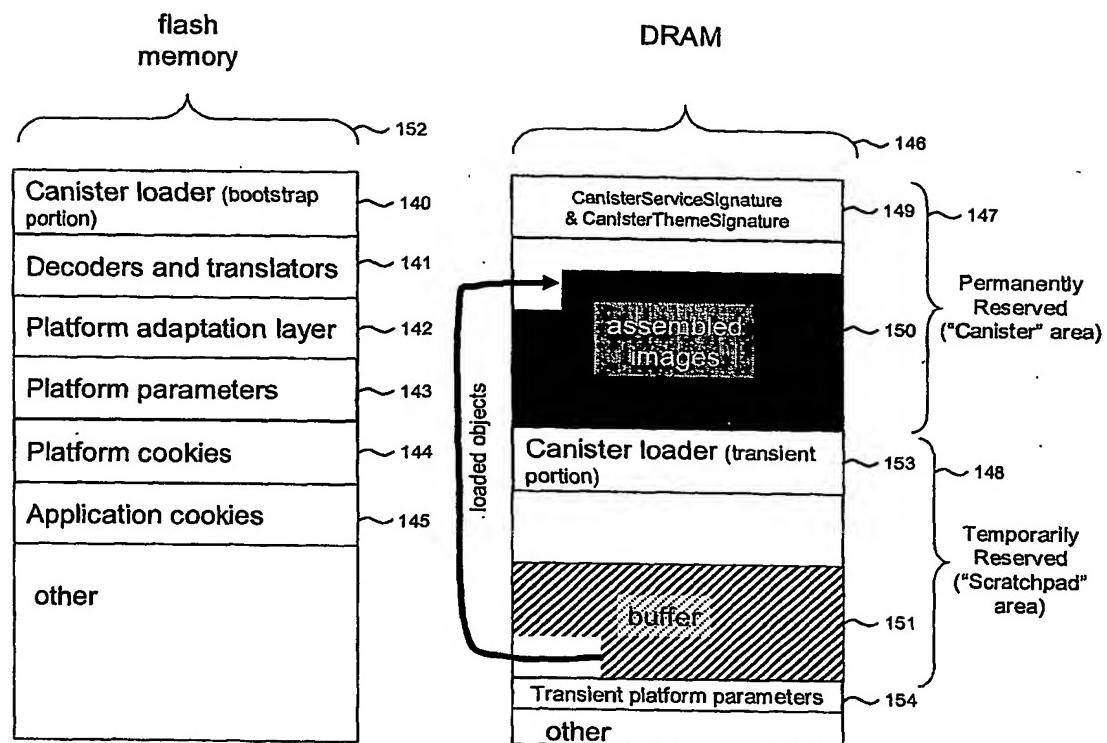


Figure 5: Internet fed television system and interaction with external entities.

**Figure 6**

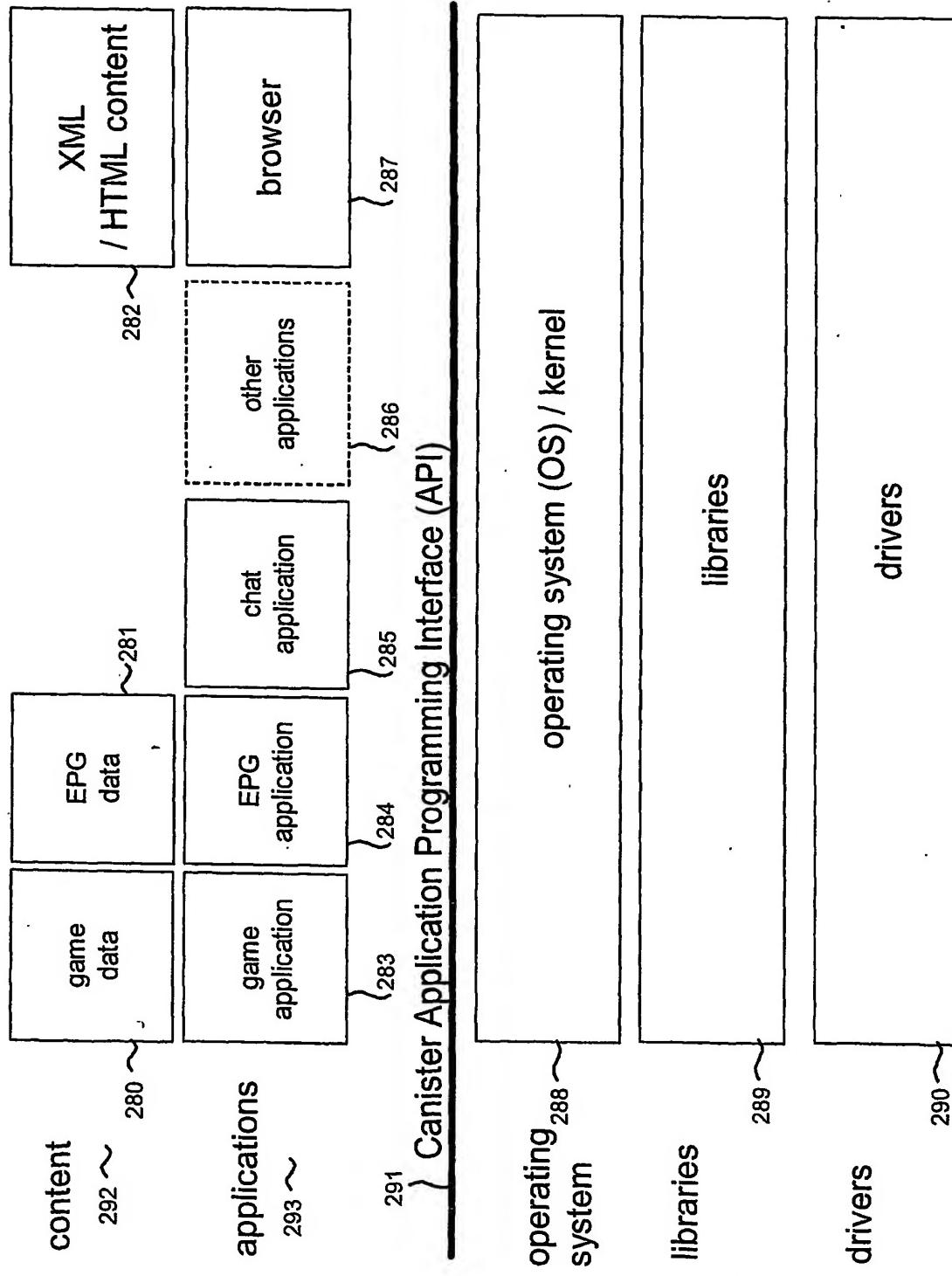


Figure 7: Structure of the memory canister

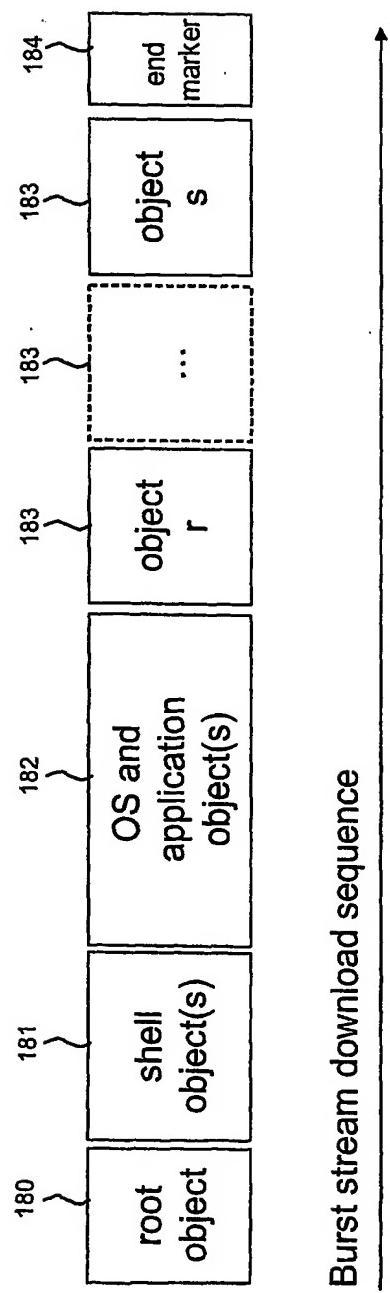


Figure 8: Burst stream download sequence

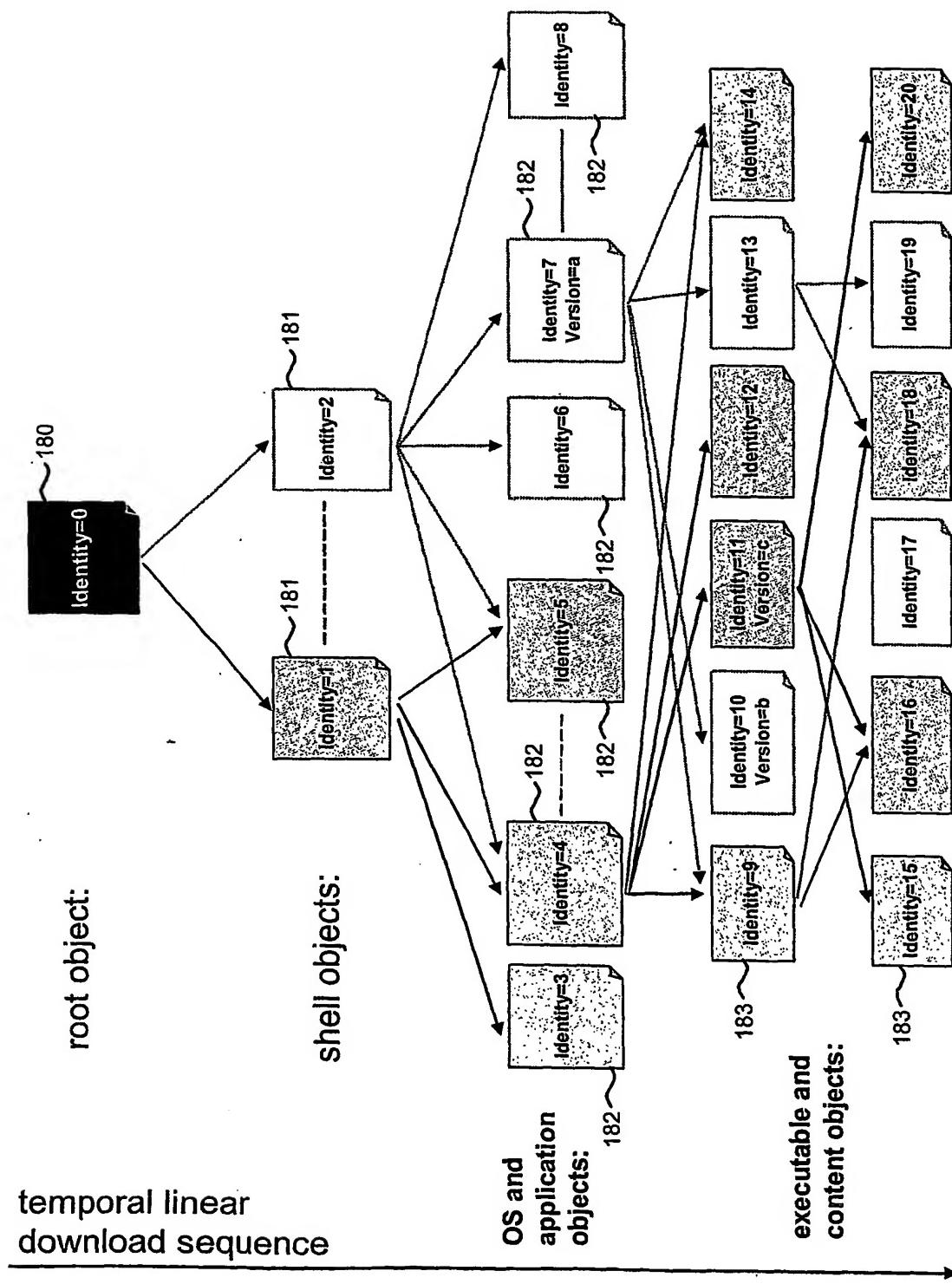


Figure 9: Burst stream data structure

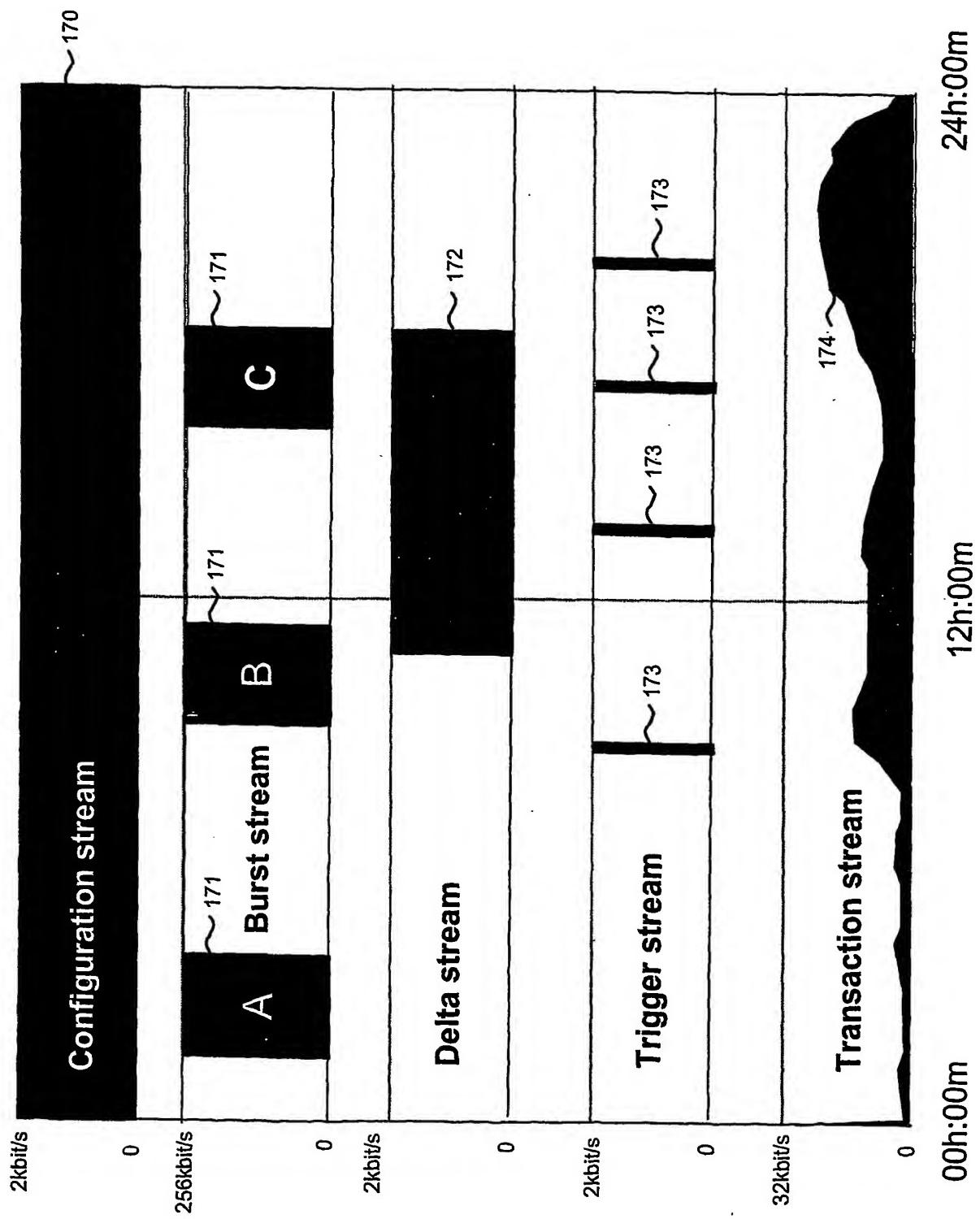


Figure 10: Typical data stream activity throughout a day

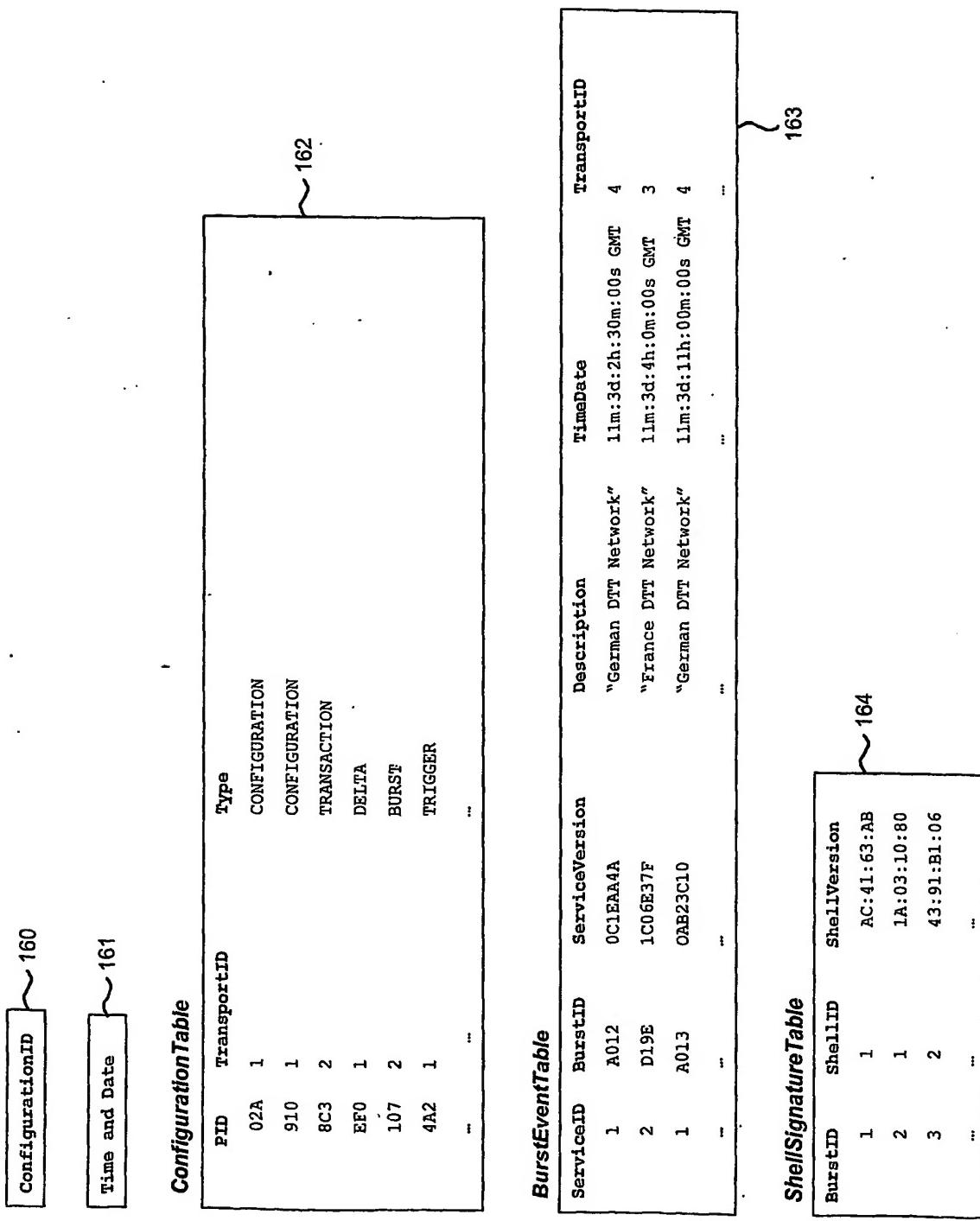


Figure 11: Configuration stream data structure

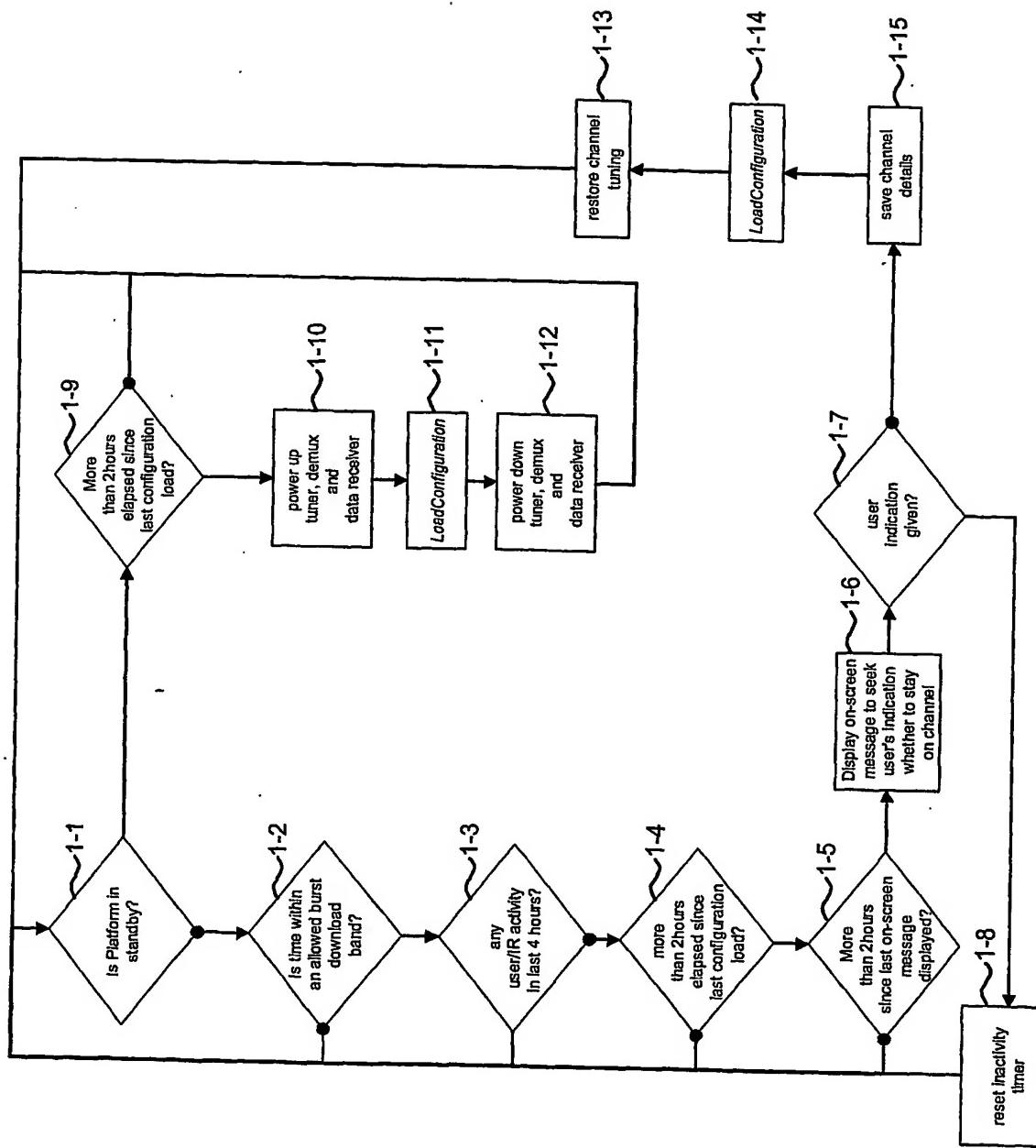


Figure 12: Configuration load loop

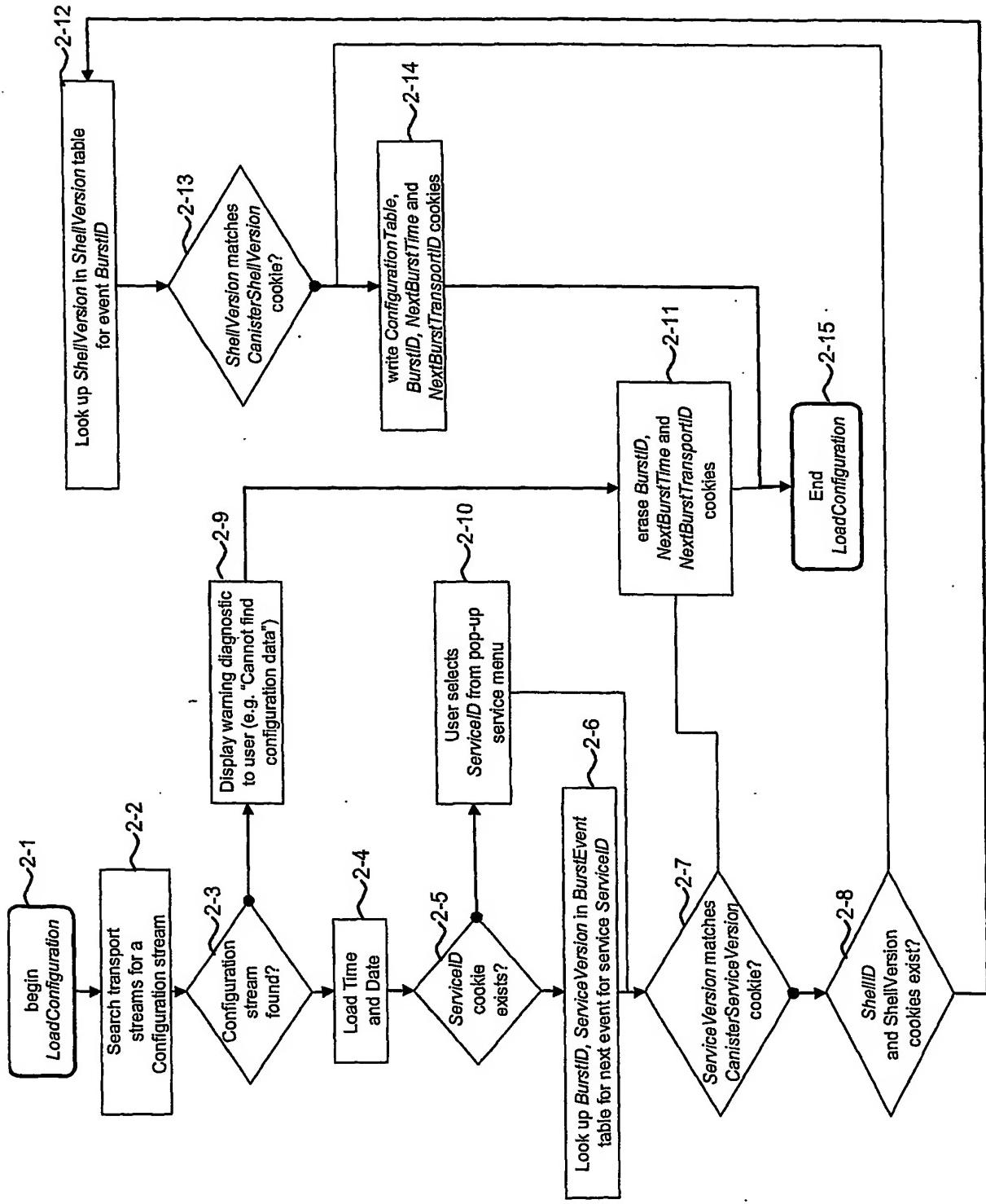


Figure 13: Determining parameters for next Burst event from Configuration stream

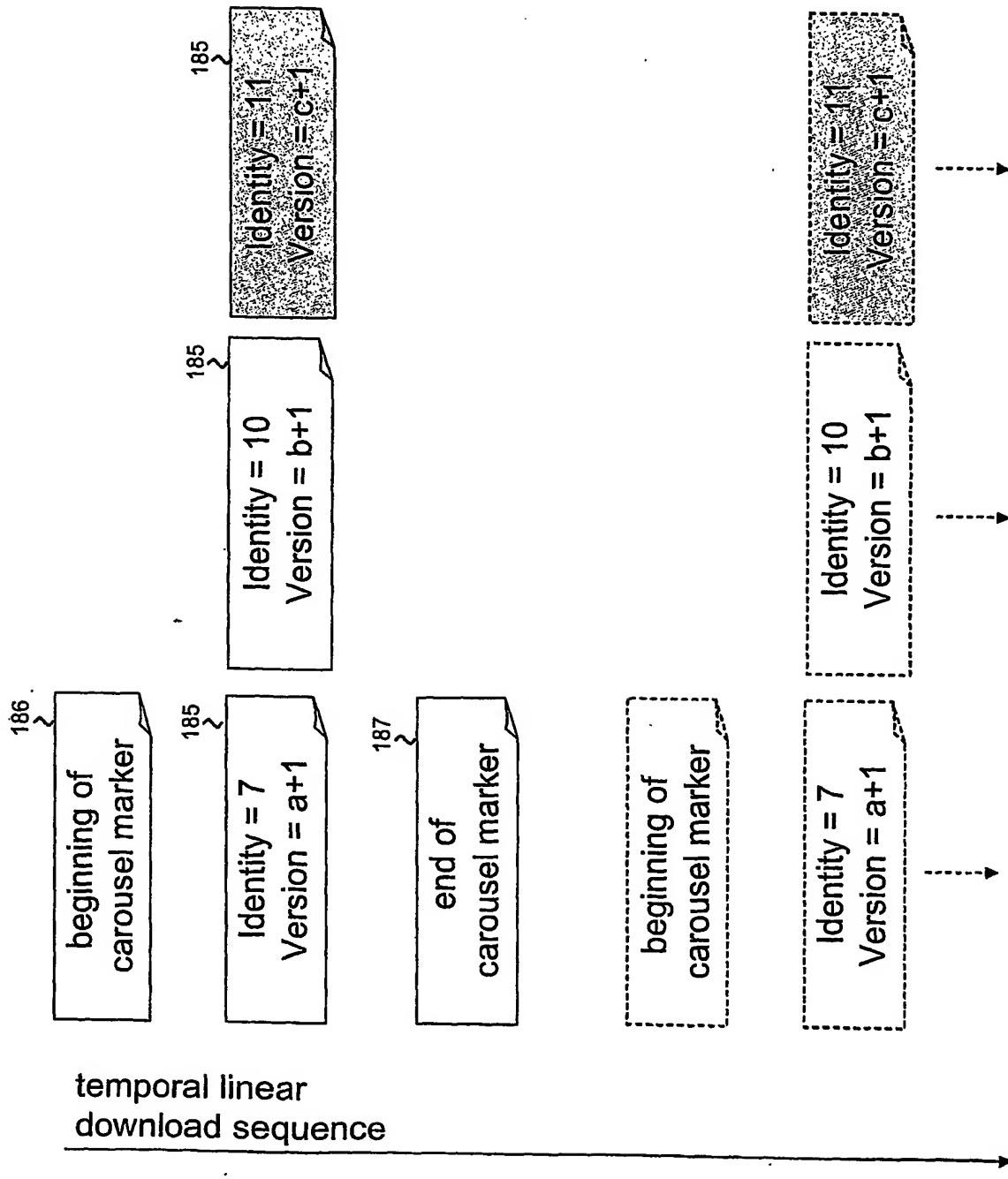


Figure 14: Delta stream data structure

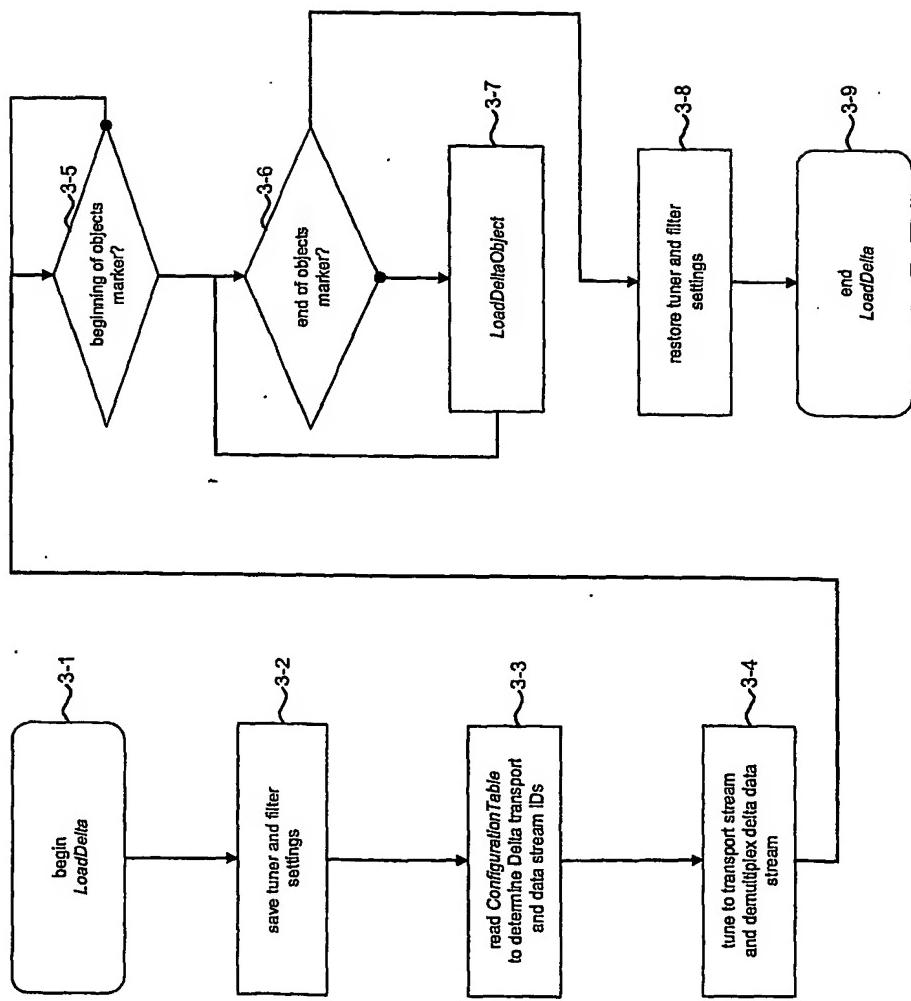


Figure 15: Object delta stream load loop.

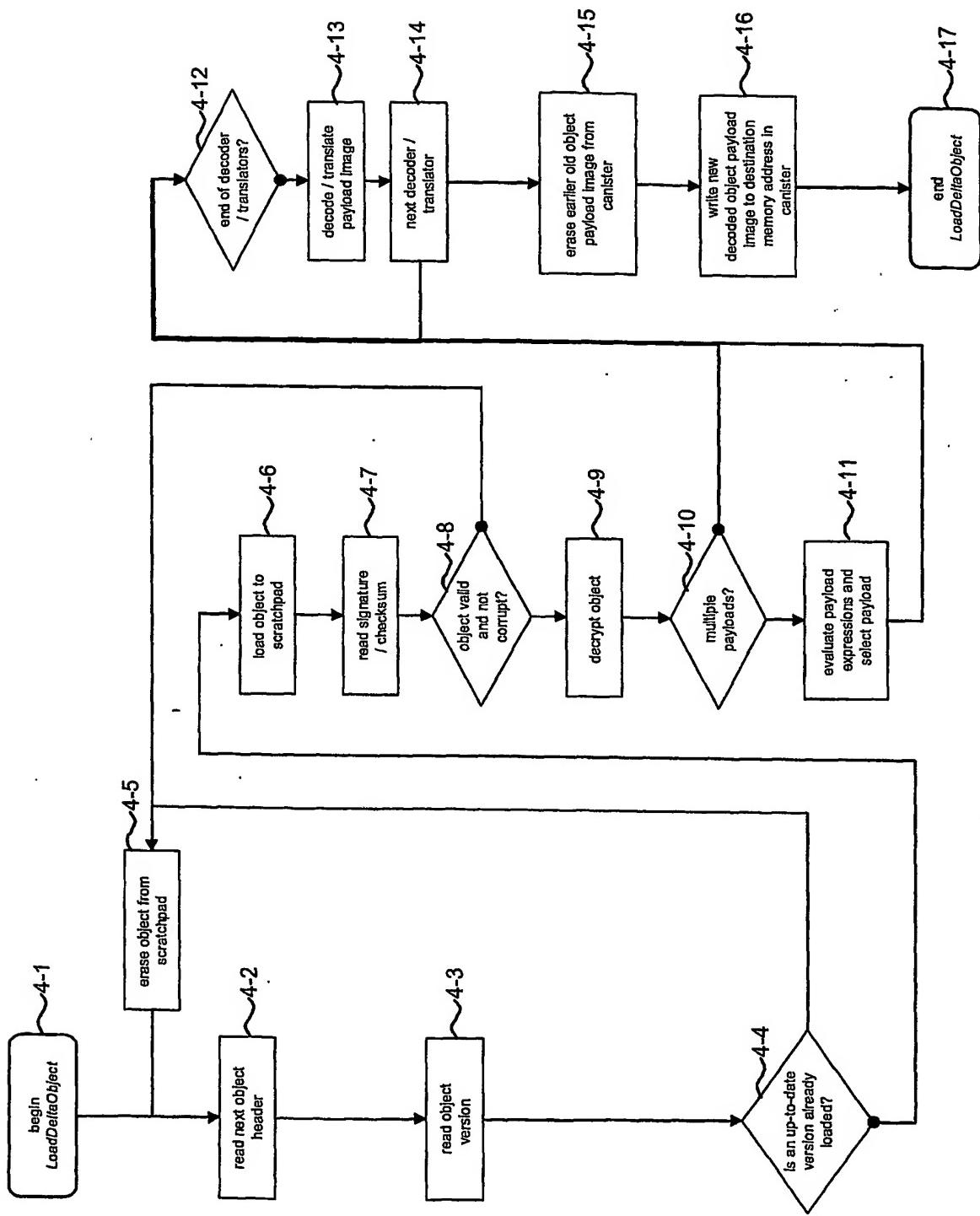


Figure 16: Object delta load process

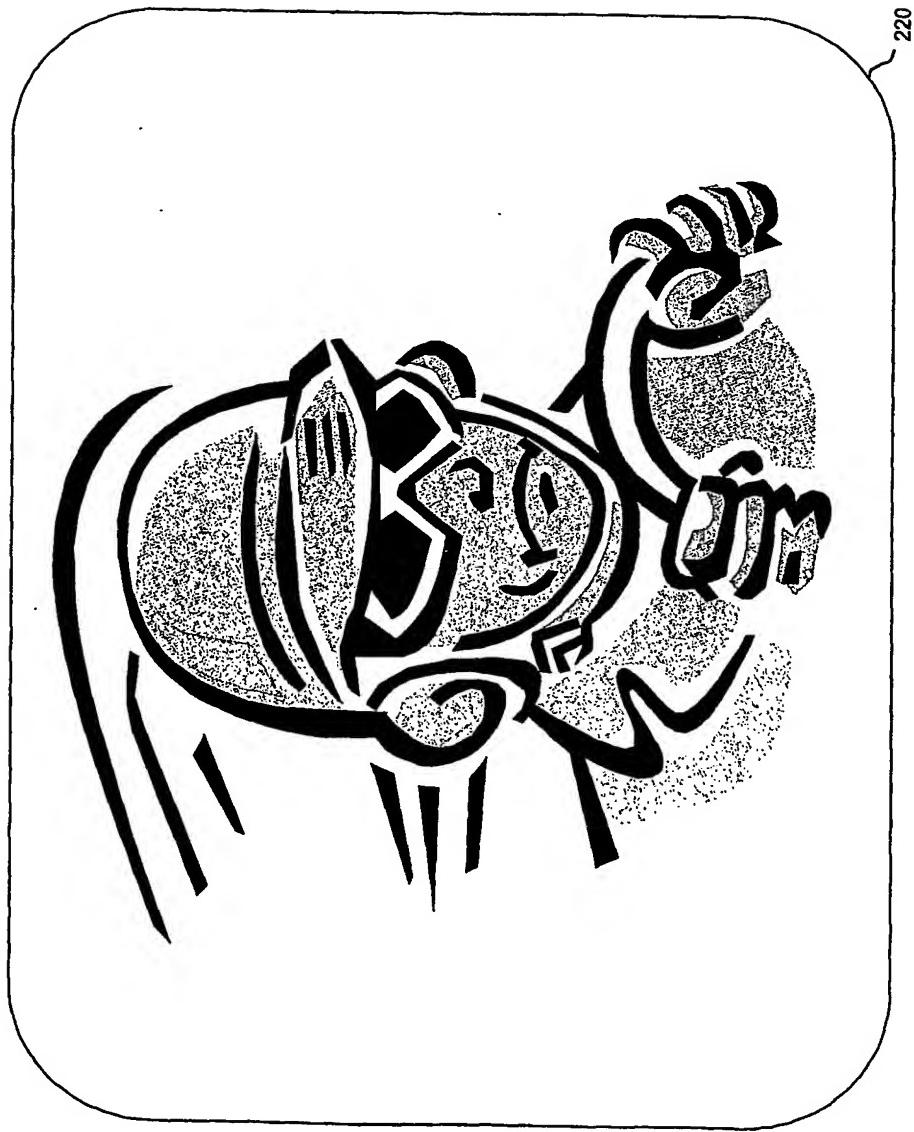


Figure 17: Display of a conventional television service channel on screen.

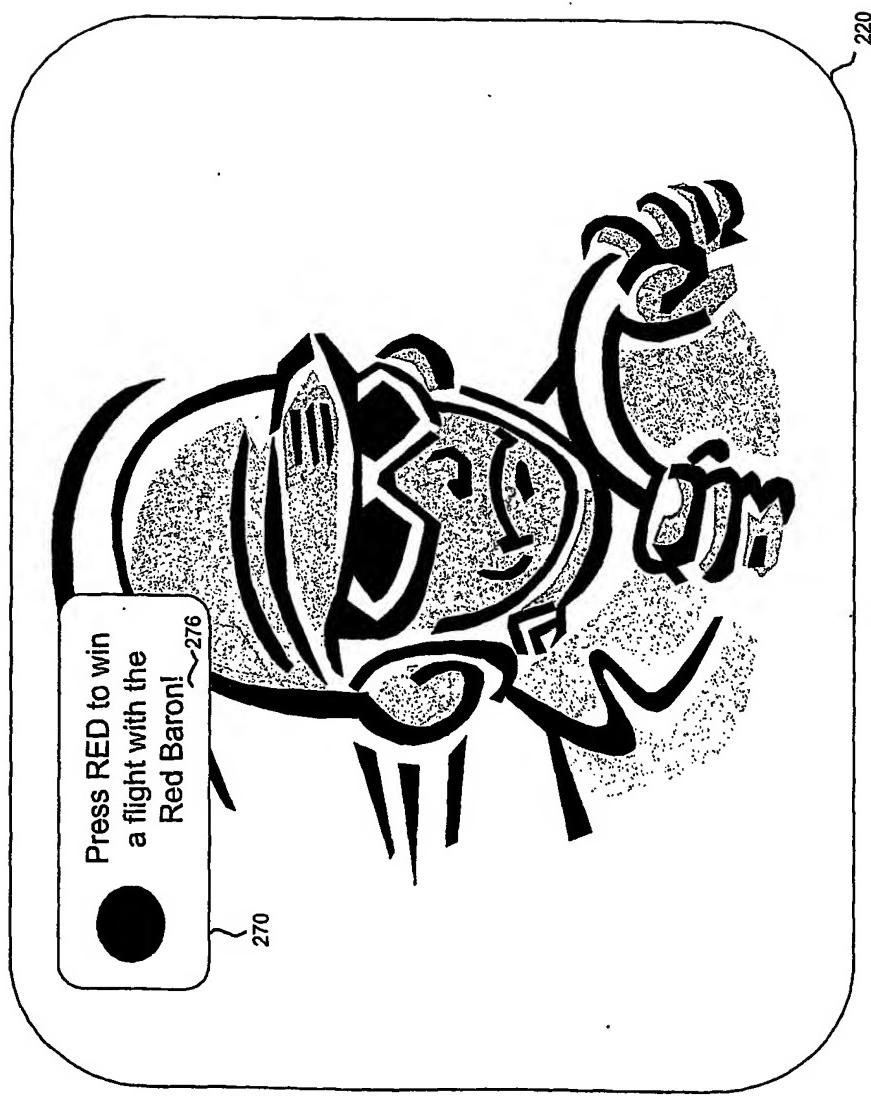


Figure 18: Display of a trigger prompt

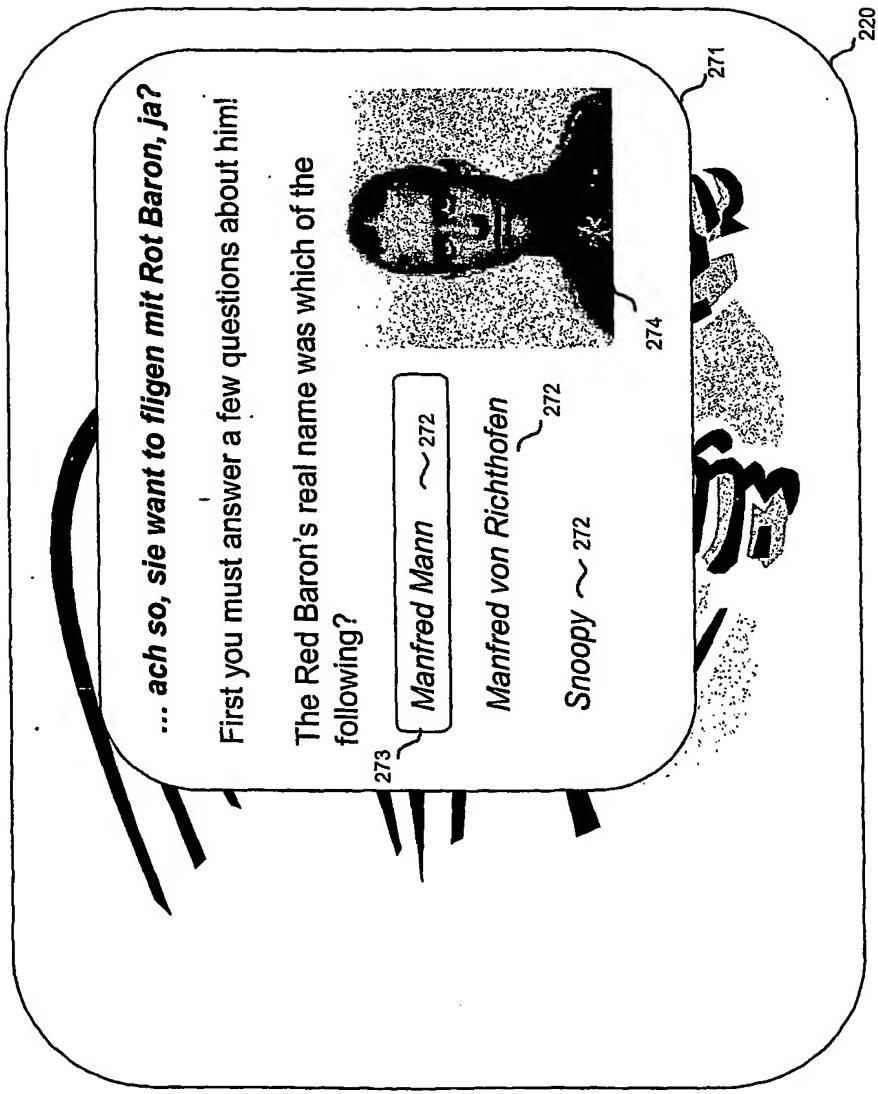


Figure 19: Interactive scenes triggered to enhance a TV programme or advertisement.

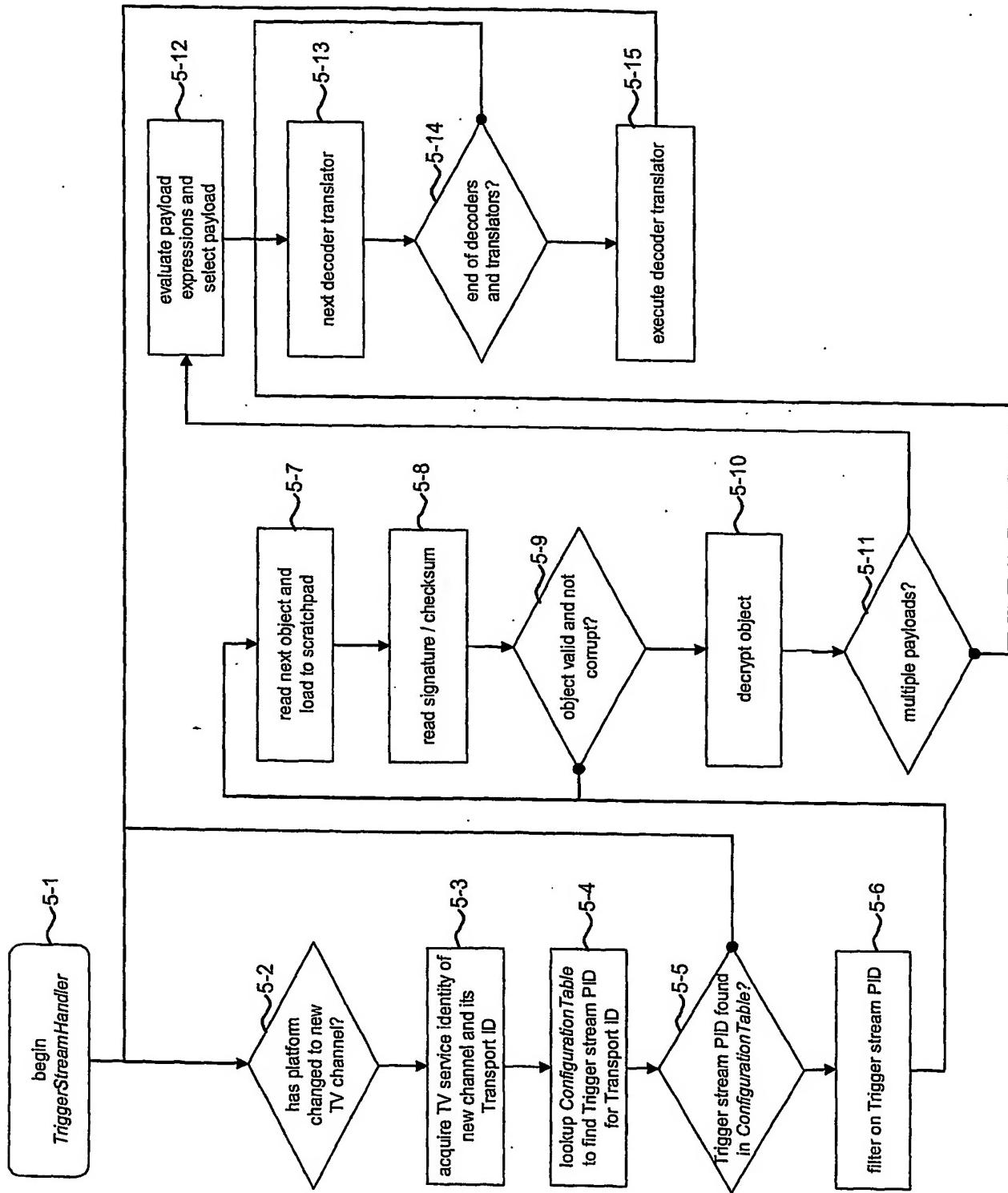


Figure 20: Trigger stream object handling process

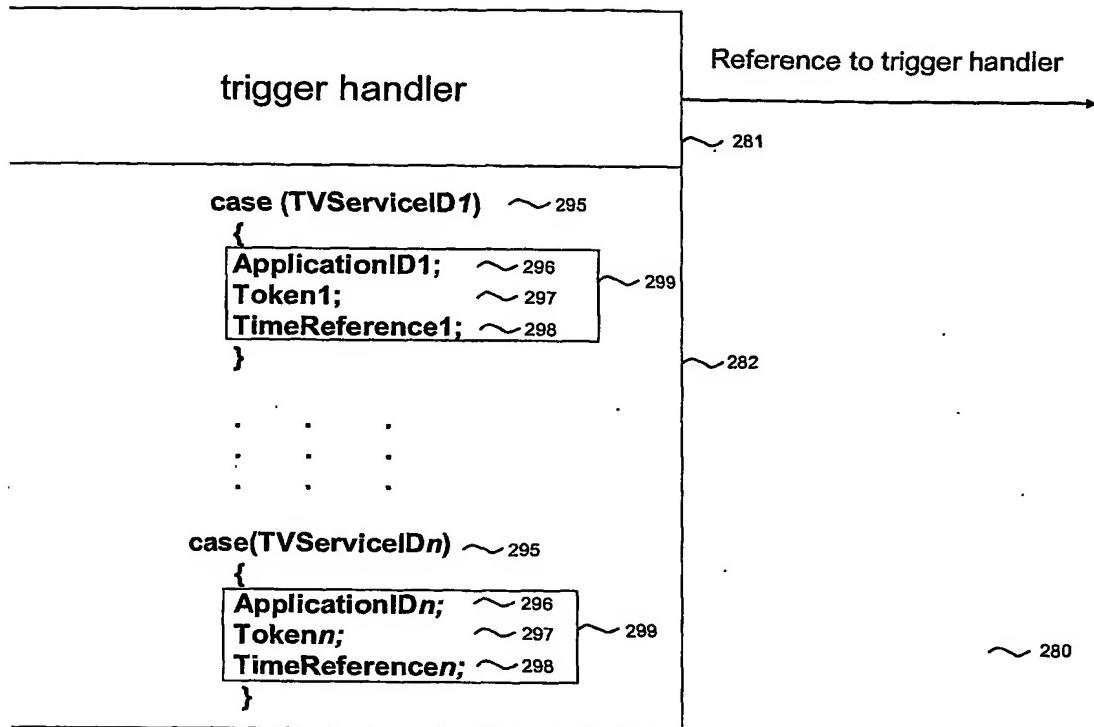


Figure 21

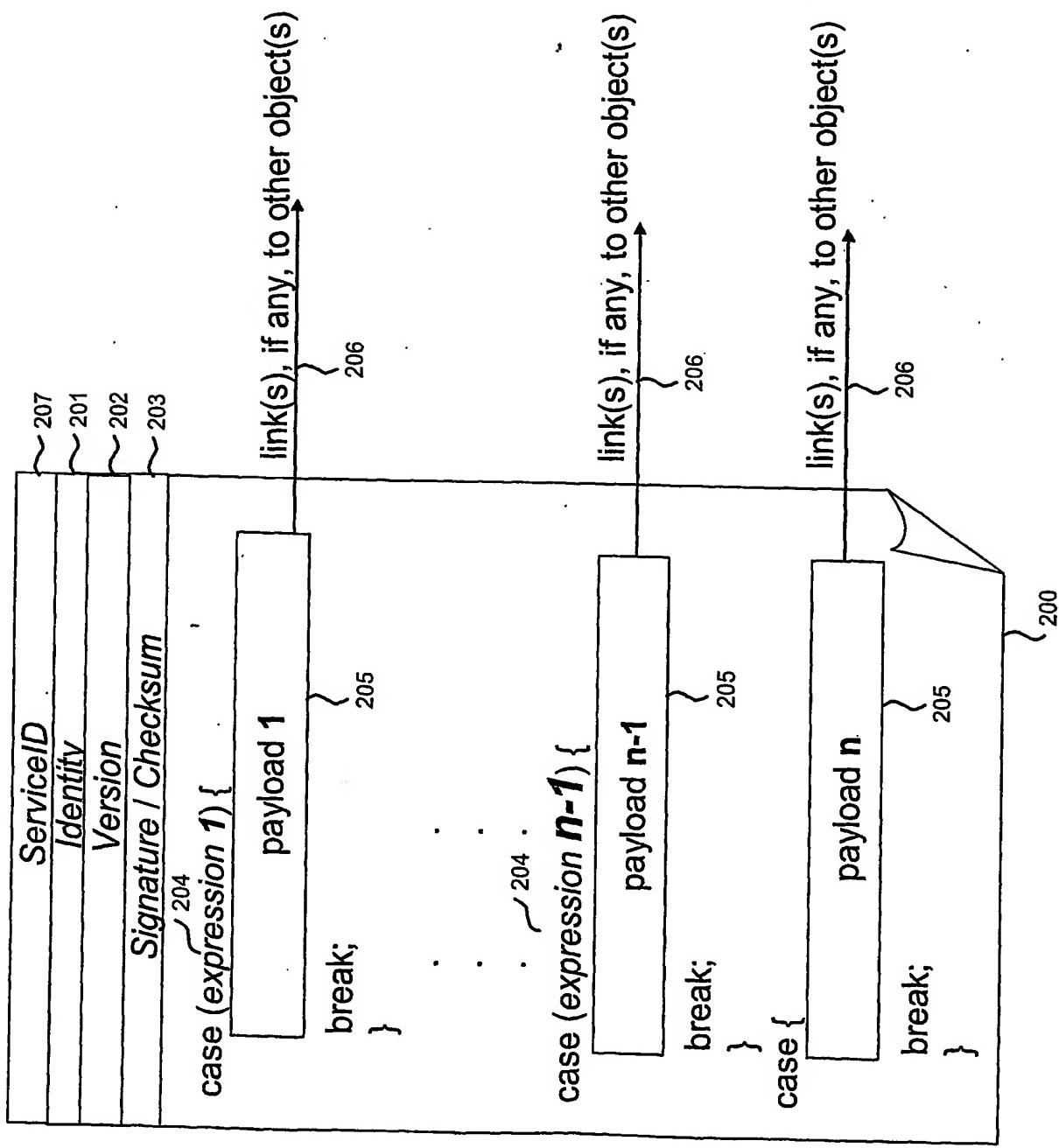
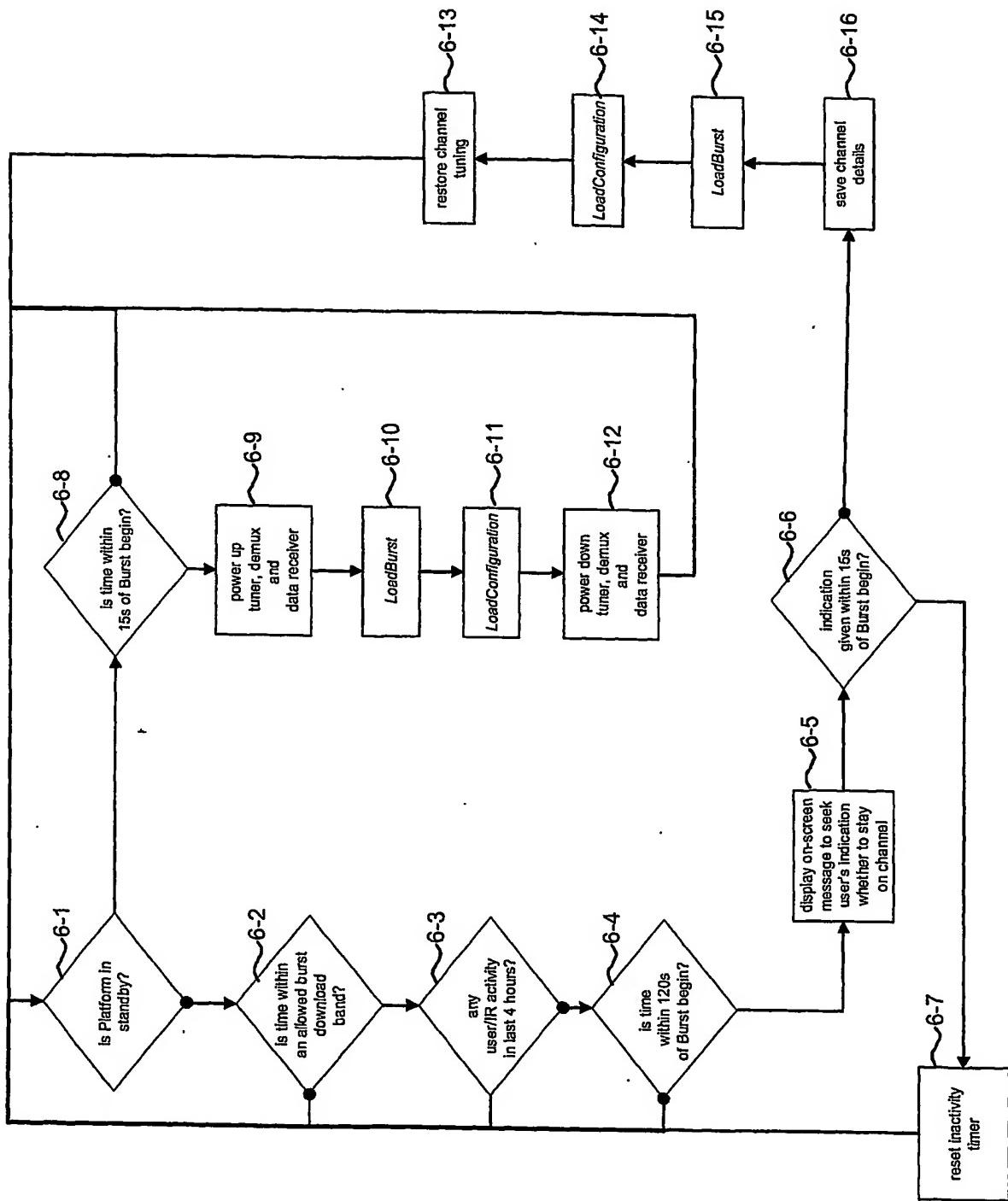


Figure 22: Object data structure



**Figure 23:** Burst load loop

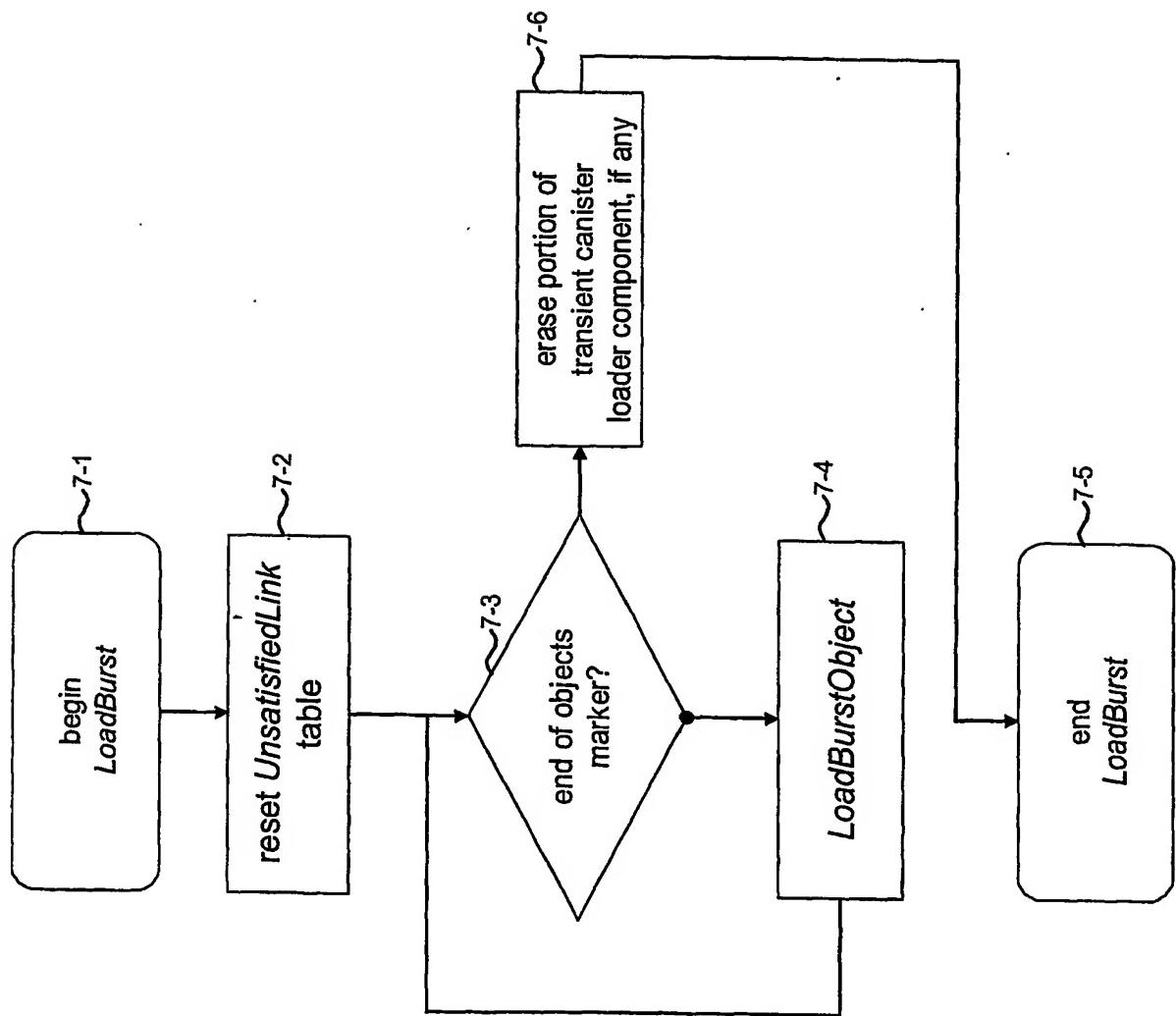


Figure 24: Object burst stream load loop

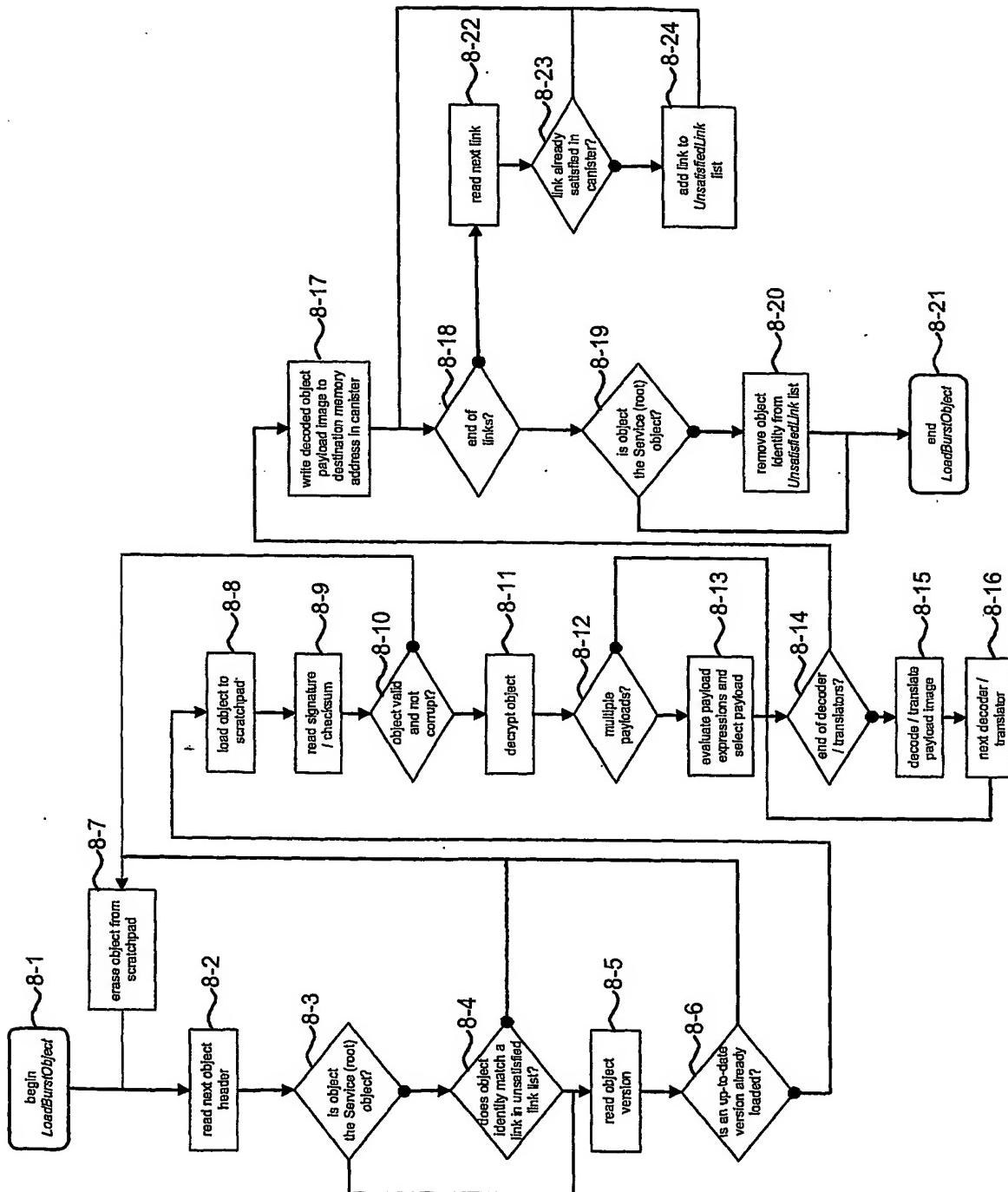


Figure 25: Object burst load process

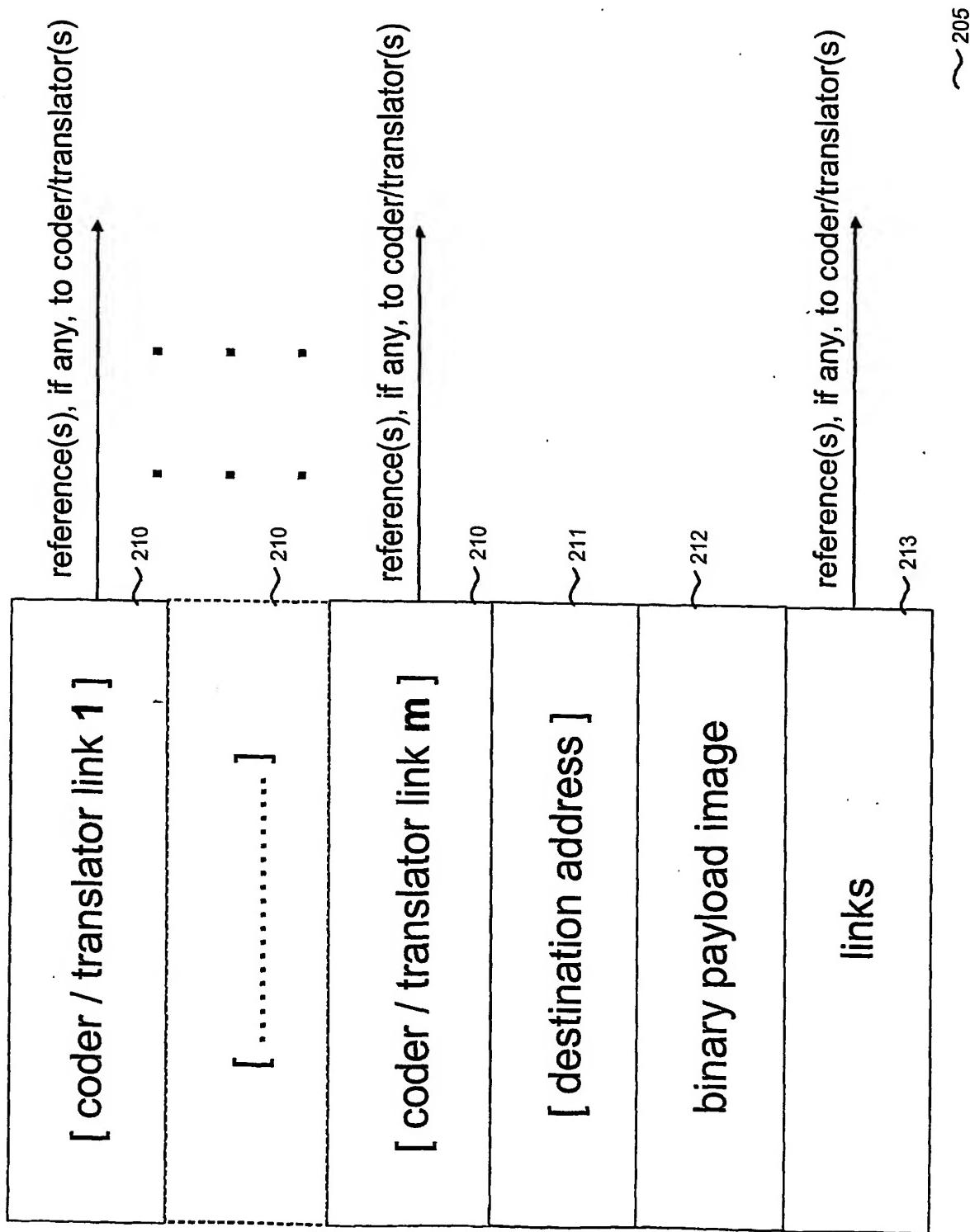


Figure 26: Structure of object payloads

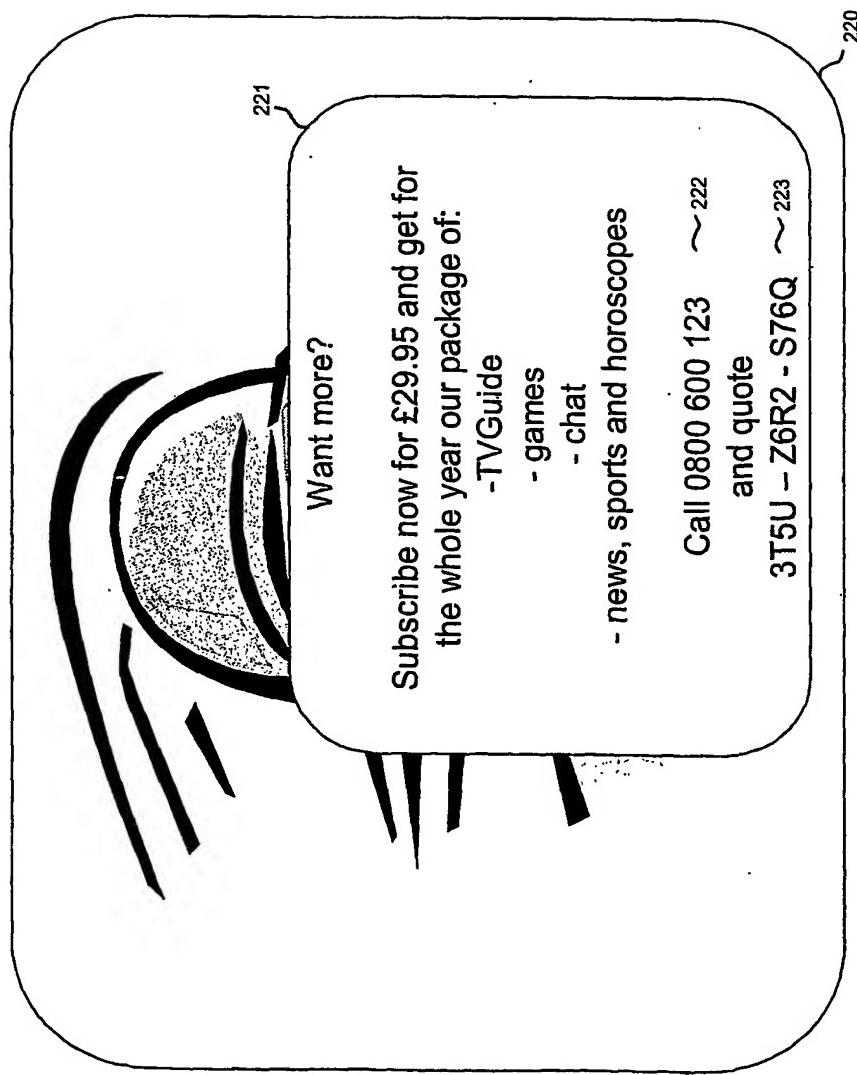


Figure 27: Overlay of invitation to subscribe over television picture

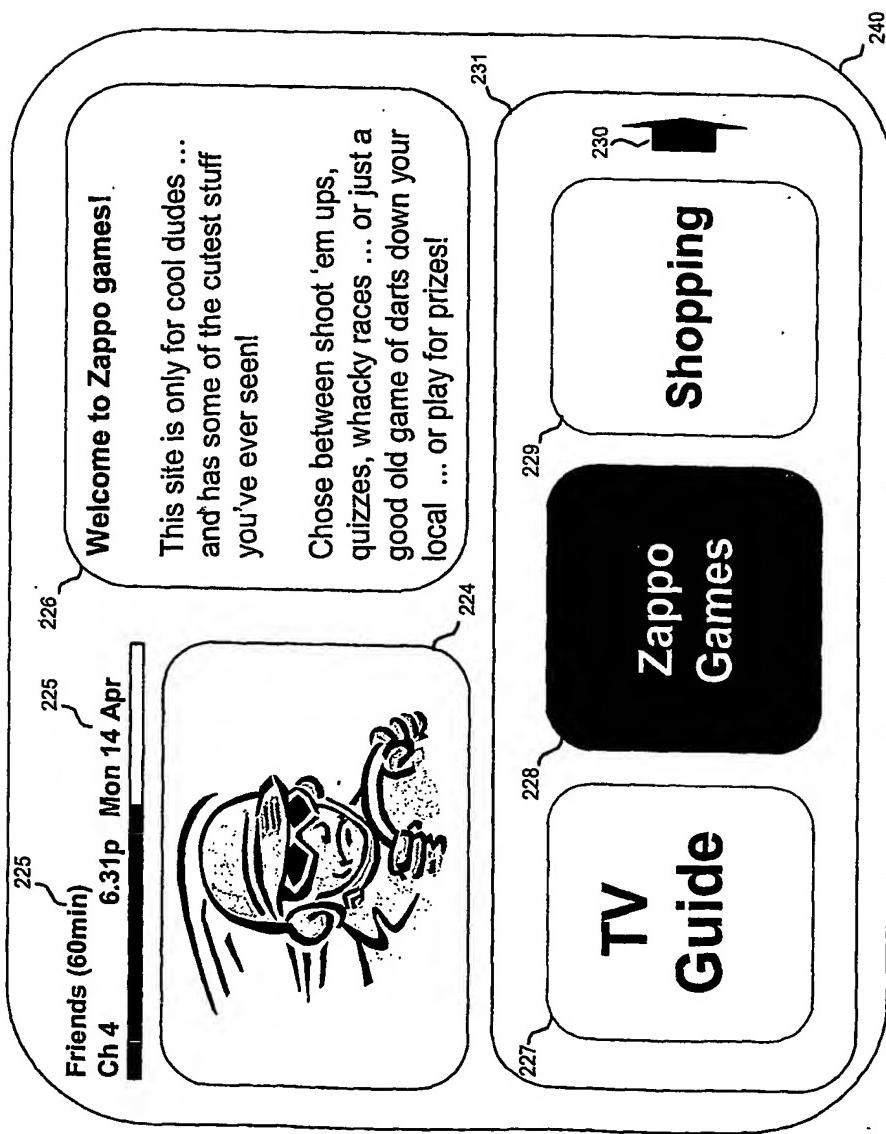


Figure 28: Browsing between canister services

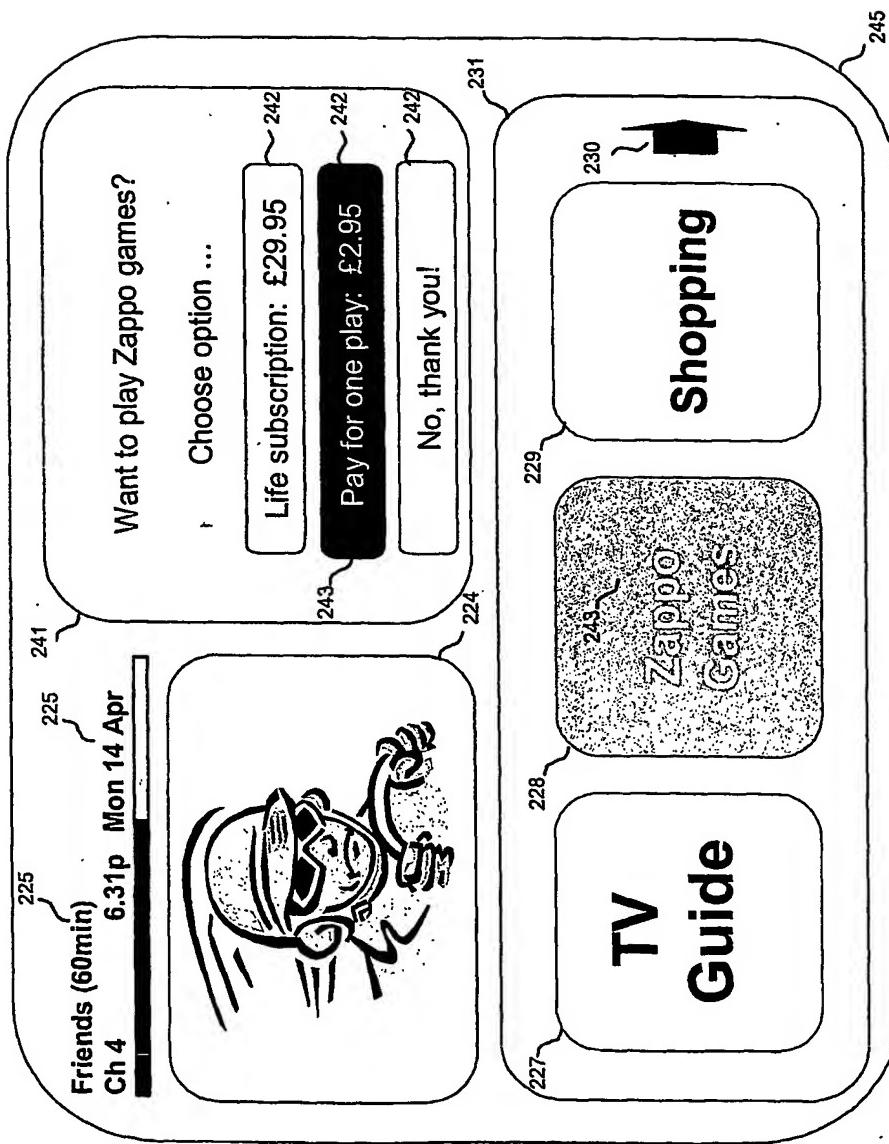


Figure 29: Choosing an entitlement option to access a canister application

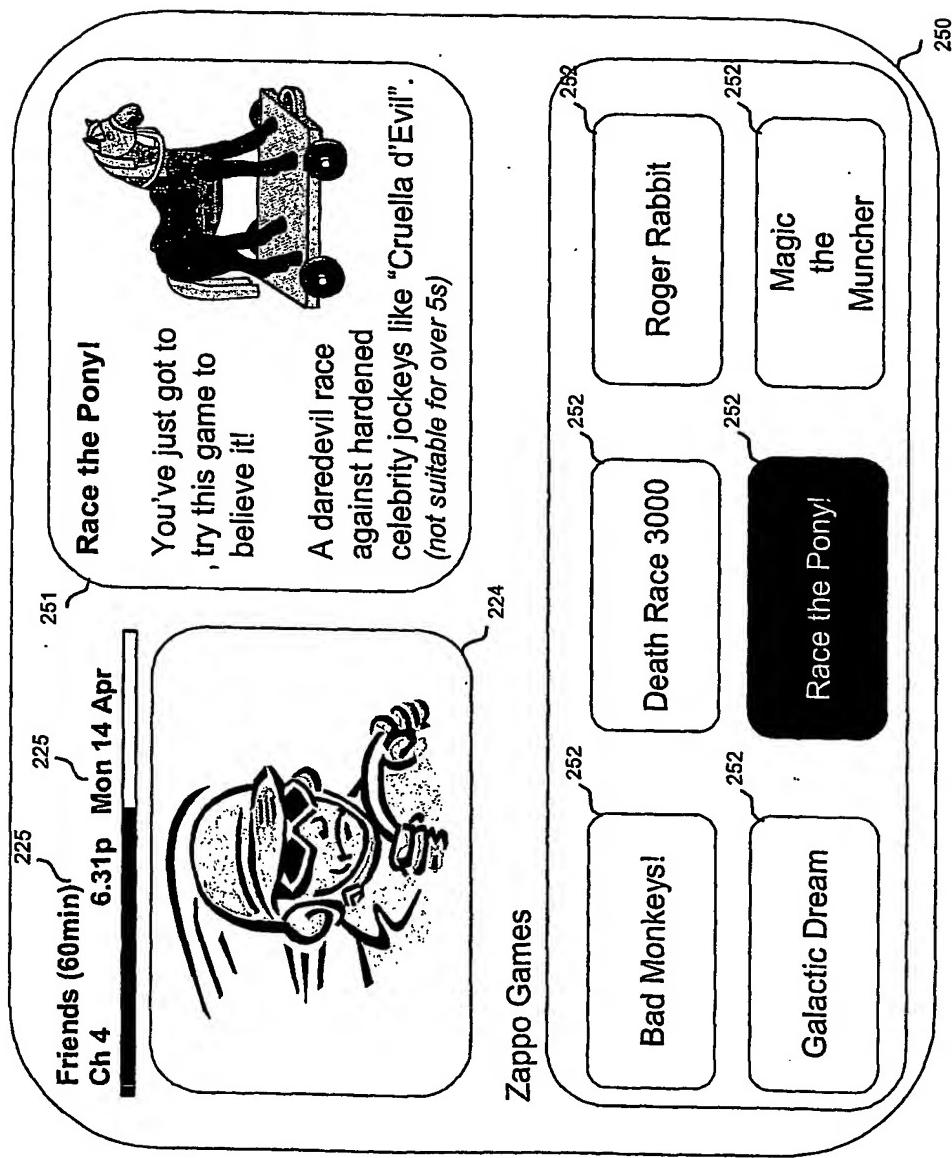


Figure 30: Selection of a content title or service feature

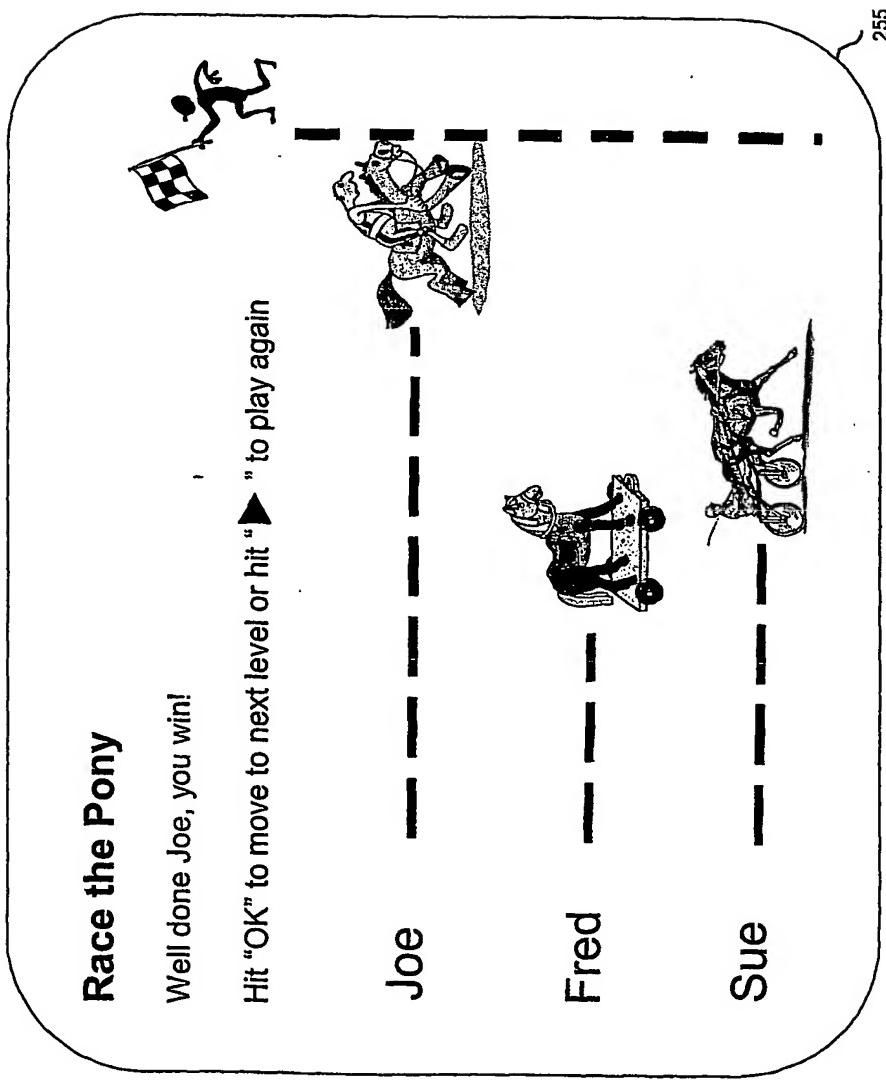


Figure 31: Game application where user meets a criterion to be entitled to access new functionality

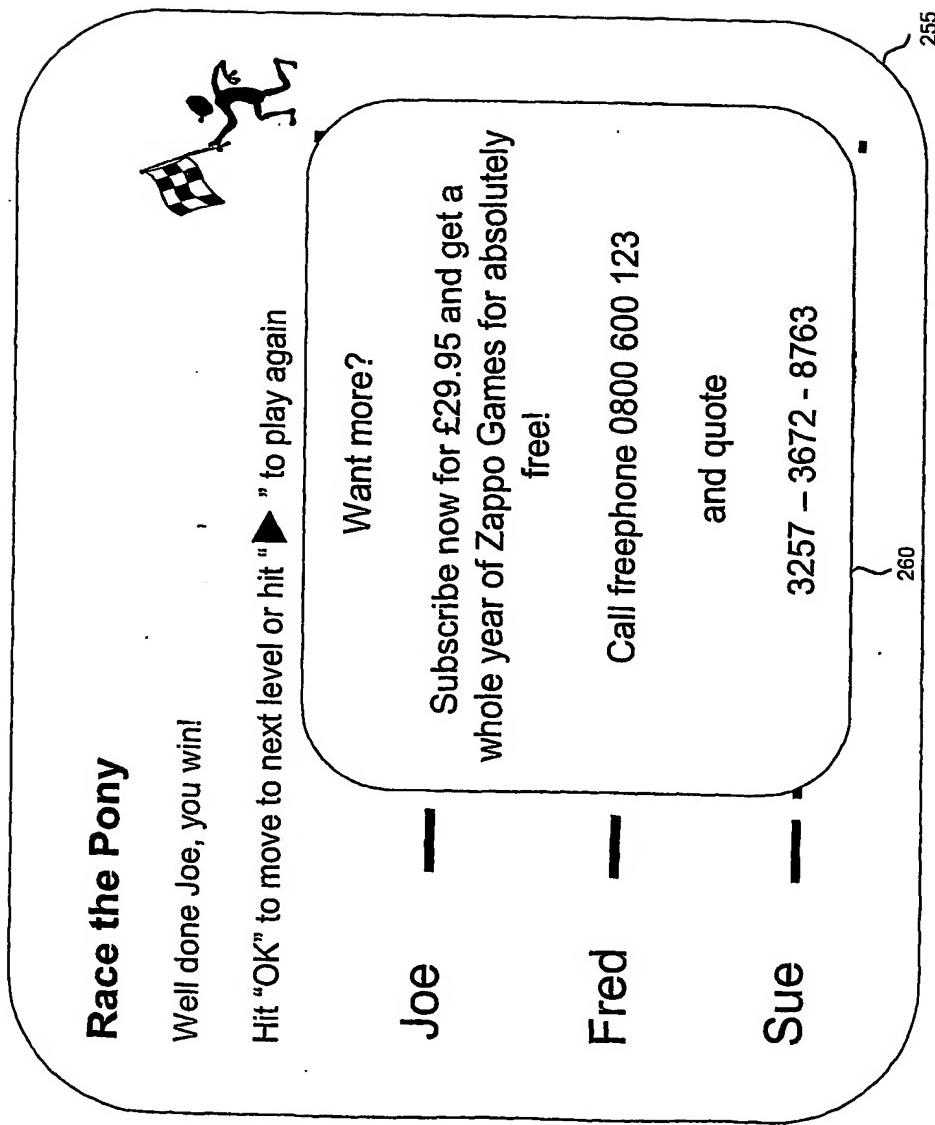


Figure 32: Overlay of an invitation to pay or subscribe over a service screen

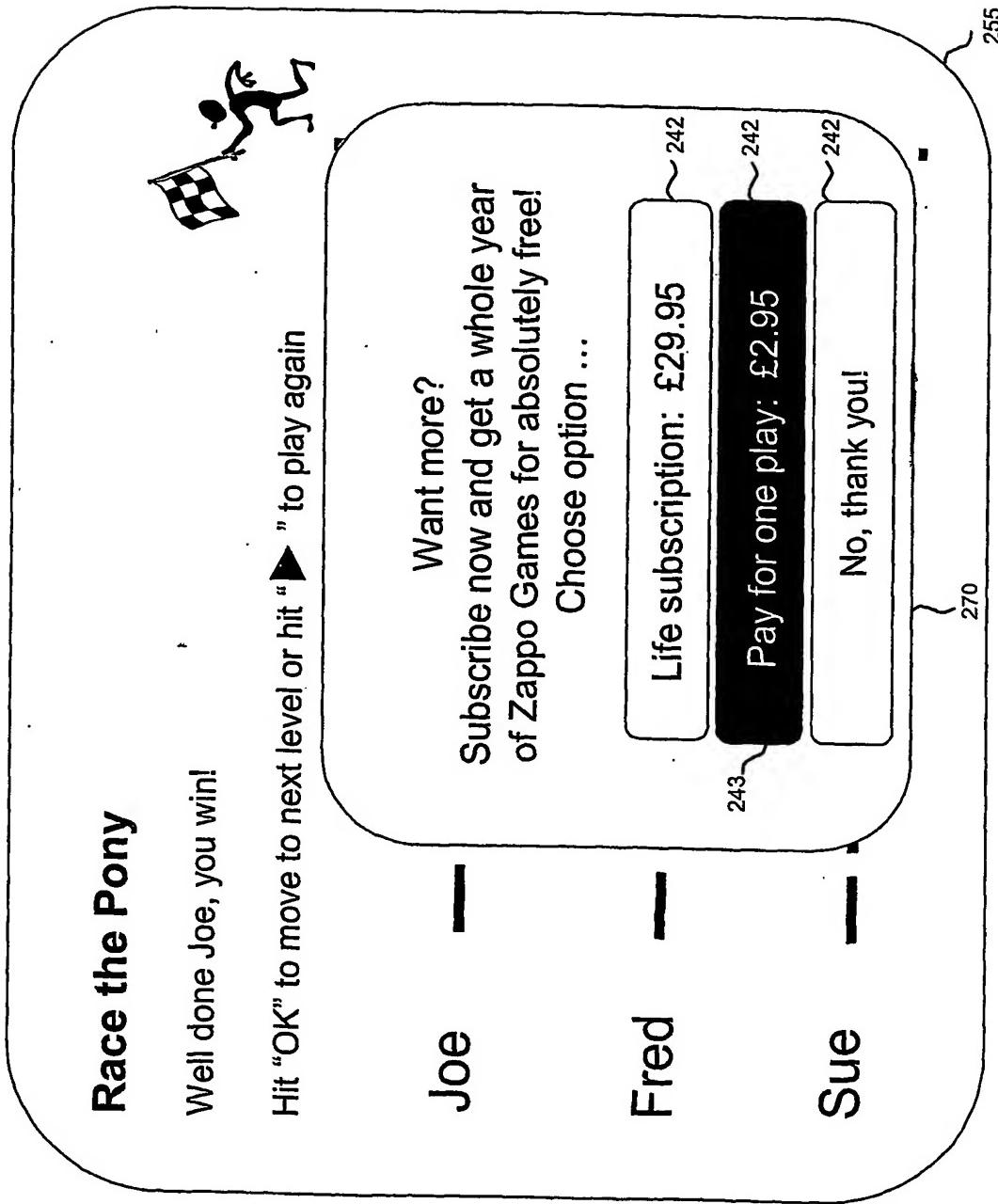


Figure 33: Overlay of an invitation to pay or subscribe over a service screen that contains user selectable components

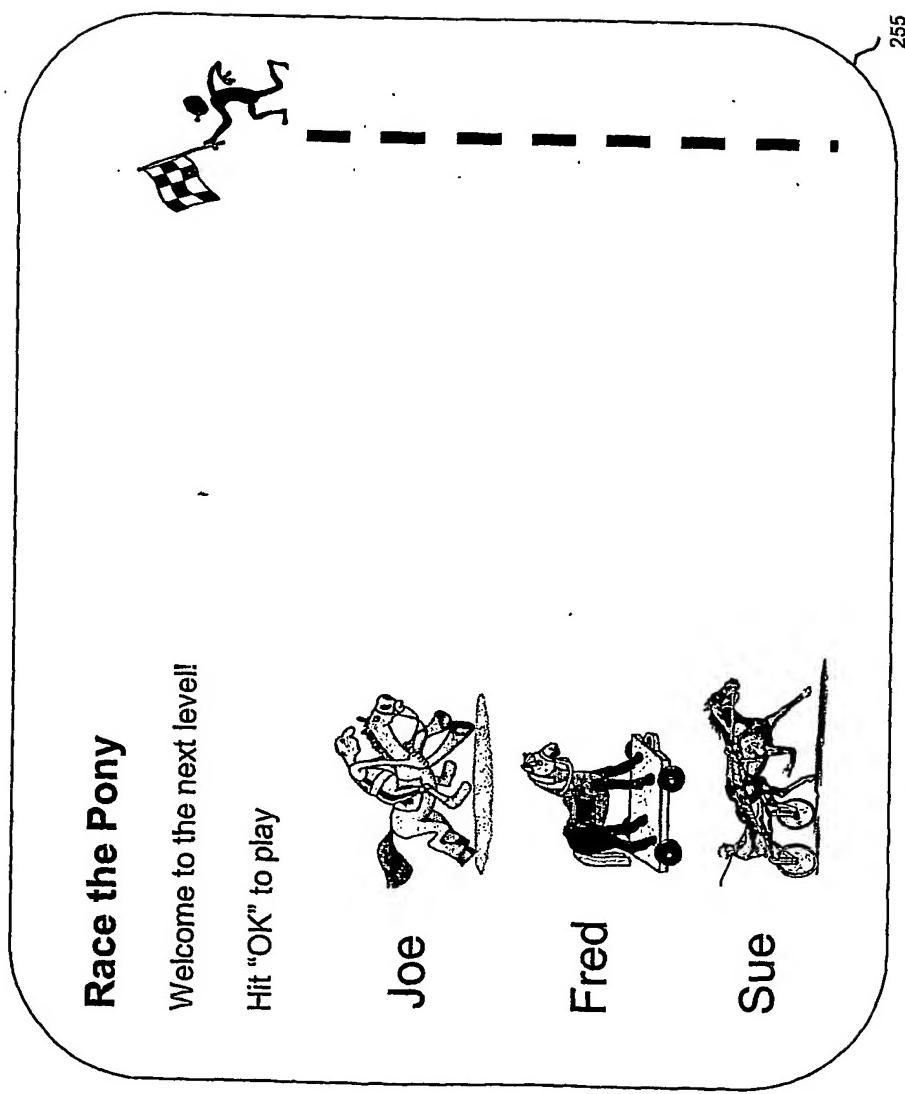


Figure 34: Screen describing the enablement of a feature or content option

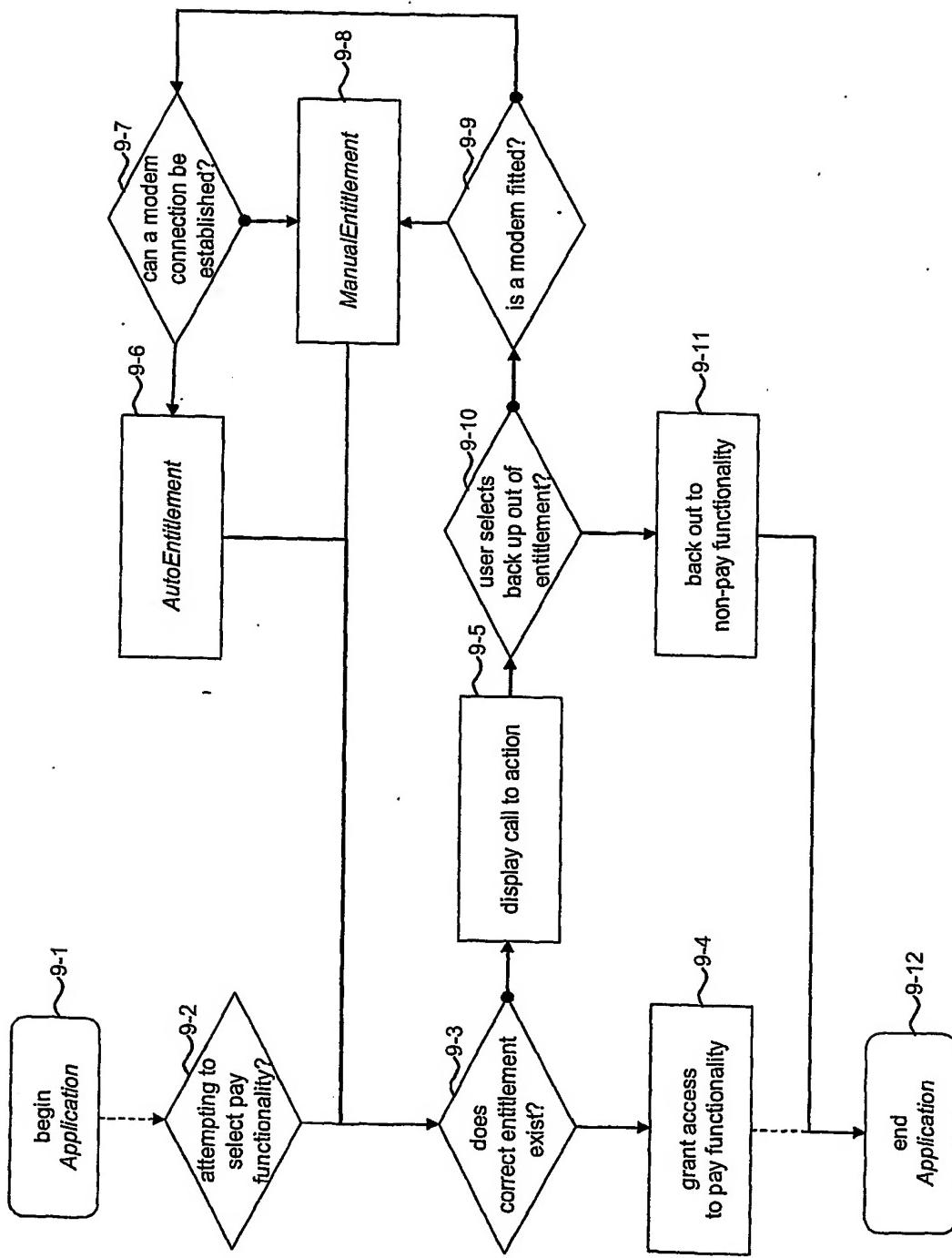


Figure 35: Process whereby applications invite a call to action

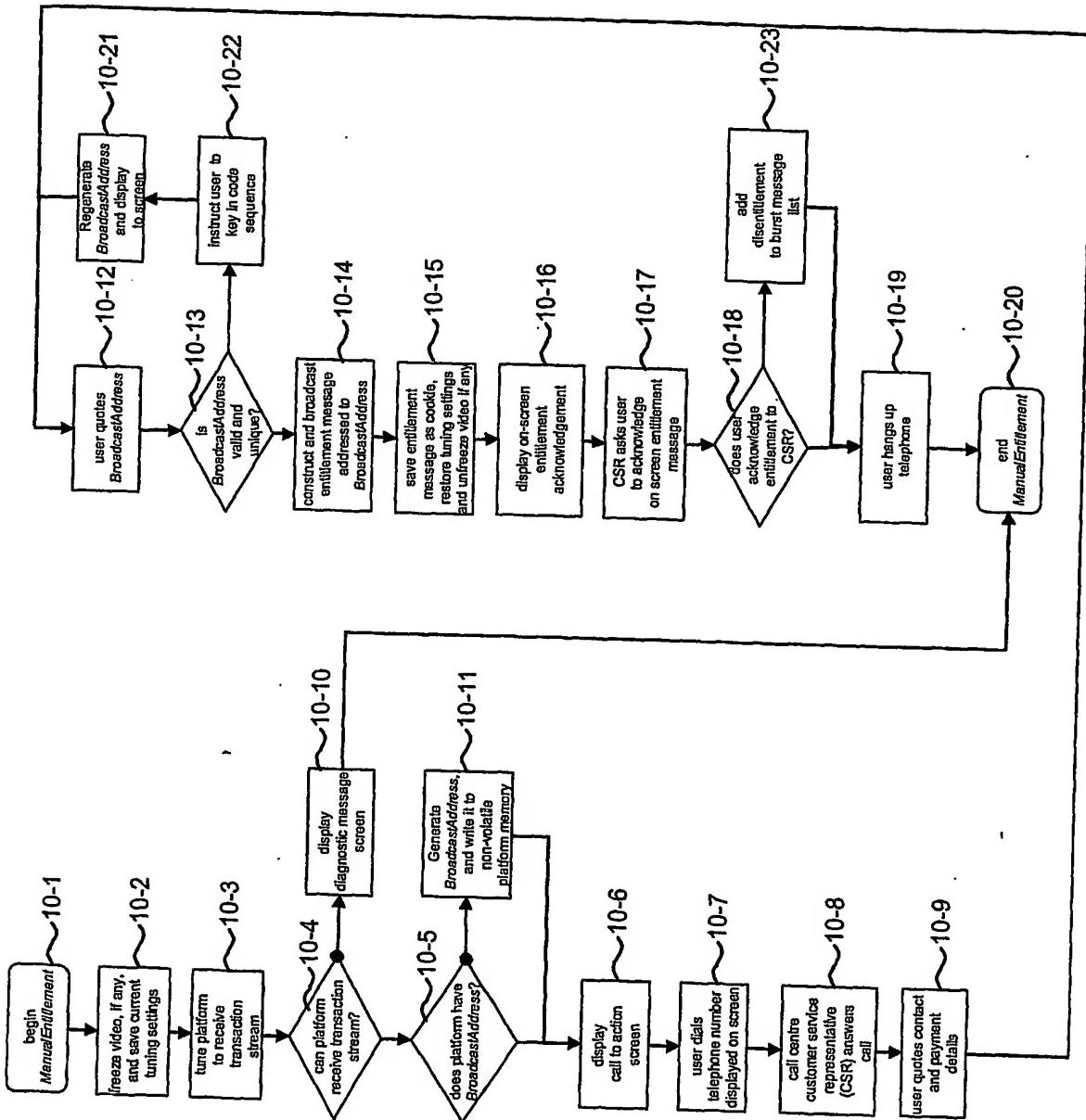


Figure 36: Process for manually entitling a platform to receive a service

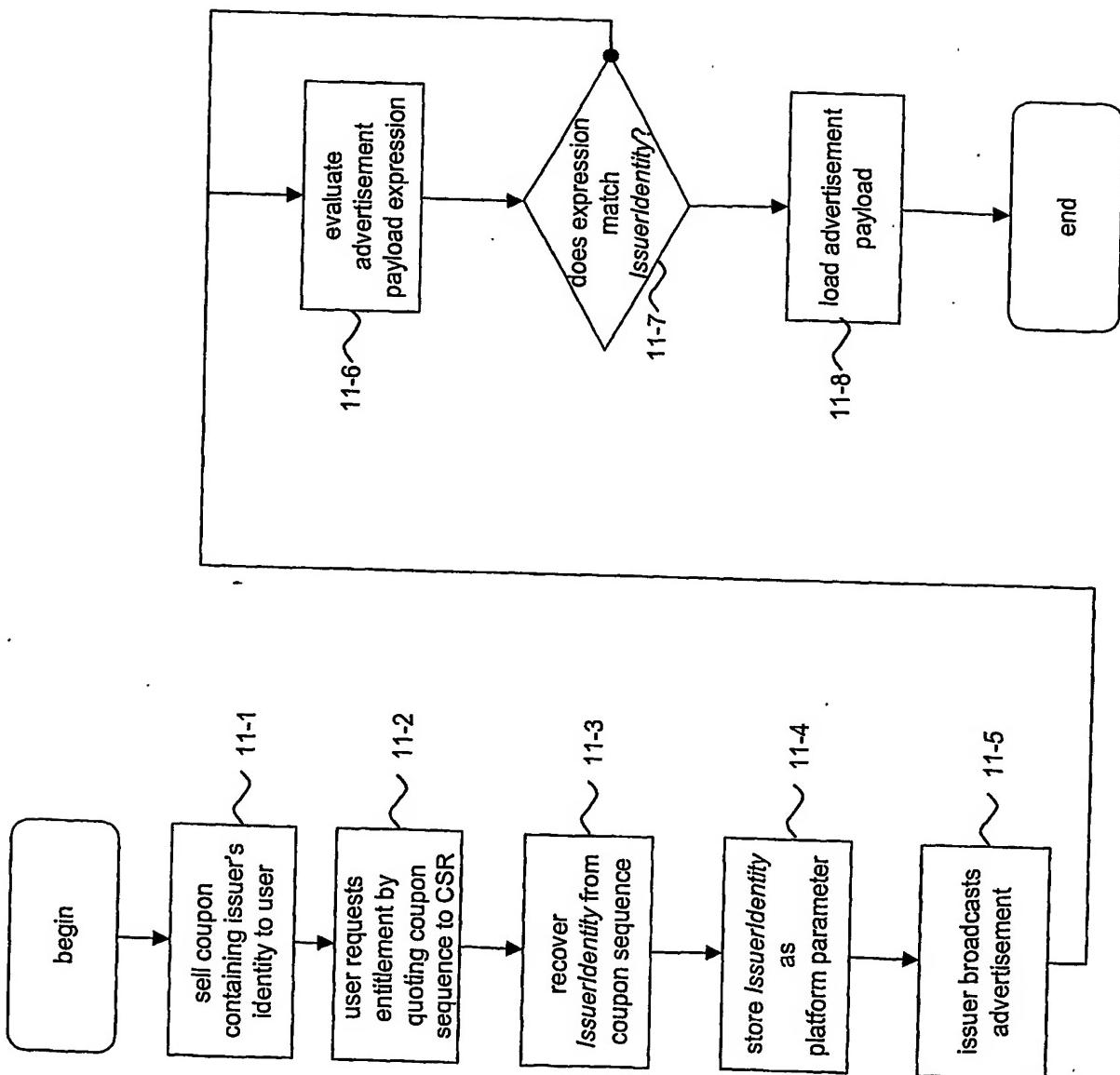


Figure 37: Coupon issuer advertisement targeting process

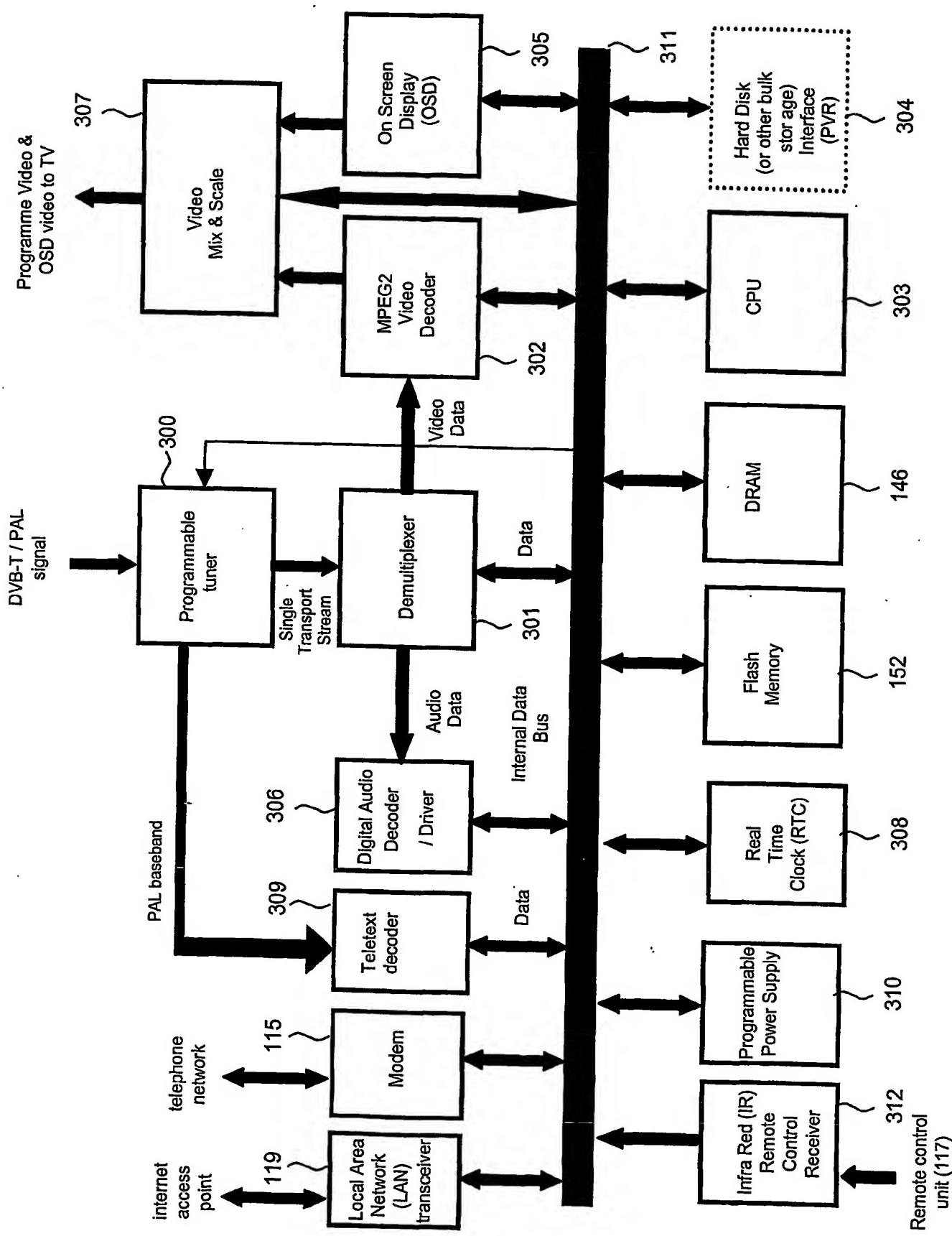


Figure 38